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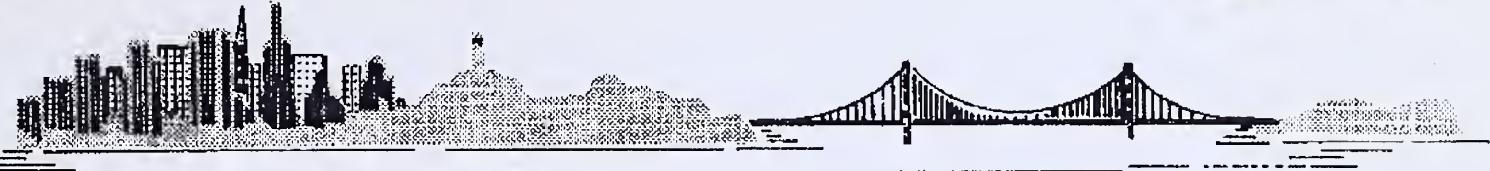
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# BAYLINE



Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

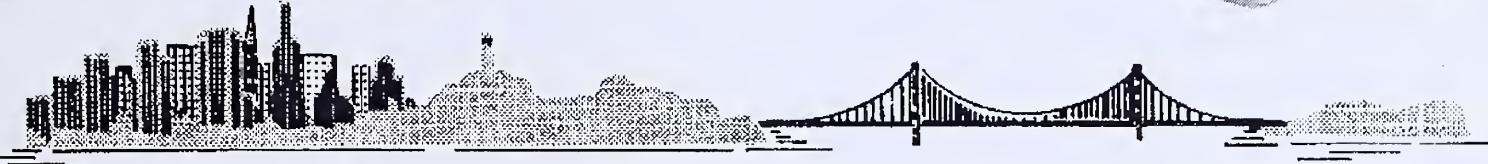
February • March 2009  
Volume 79 Number 1

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# BAYLINE



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Special Libraries Association

February • March 2009  
Volume 79 Number 1

## PRESIDENT'S MESSAGE

*By Sandy Malloy*



2009 greetings to the San Francisco Bay Region chapter of SLA! I'm delighted to welcome the New Year as your new chapter president. But, to borrow a phrase from our incoming U.S. President, it's not about me — it is about you. I think we have a wonderful chapter full of hard-working and enthusiastic people who care about our organization and our profession, and that's why I agreed to serve. Plus, it gives me a chance to interact with people I really like.

In that spirit, I'd like to thank everybody on the current executive board, everyone who stayed to serve another year on the advisory council, and our newest advisory council members. You'll find that list on page 3.

I hate to single anyone out because every contribution is valuable, but I do want to especially thank Katie Melville, who responded nearly instantaneously to my appeal for a new webmaster, for her willingness to tackle this important job while Heather Gamberg takes over as assistant director of programs. I also want to thank Kelley Shields and Dasha Dekleva for assuming responsibility for Jobline, which switches from the San Andreas chapter to our chapter this year. Finally, thanks to Barbara Janis for a job well done as your president in 2008.

At our holiday party in December (thank you to Marlene, Richard and Vivian for a wonderful event), we were pleased to give out awards to people and companies whose support over many years has been invaluable. Taylor and Associates and AIM USA received the newly created Vendor Appreciation Award to recognize their financial support for our programs going back many years. You can find out more about these companies here: [http://units.sla.org/chapter/csfo/vendor\\_award08.doc](http://units.sla.org/chapter/csfo/vendor_award08.doc)

We also recognized Richard Geiger, who retired from the San Francisco Chronicle at the end of 2008, for his many years of service to SLA and to our chapter. By the way, he has promised to help the new vendor relations chair, which we still don't have at this writing (yes, that is a hint! To take the hint, please e-mail me at [sandy.malloy@businesswire.com](mailto:sandy.malloy@businesswire.com)). You can read more about Richard on page 18. He epitomizes what I mean about the hard-working, enthusiastic SLA-SF chapter member and is a pretty good singer too.

By the time you read this, SLA-SF President-Elect Rochelle Richardson and I will have come back from the leadership summit in Savannah, Georgia, and I hope to have some news to report about SLA's alignment project. You can read about the project here: <http://www.sla.org/content/SLA/alignment/index.cfm>. We also discussed the Centennial Celebration, and there were many good ideas that you can read about here: <http://www.sla.org/centennial/>. There were also a couple of exciting announcements at the Summit. The most exciting, from a chapter standpoint, was that Richard Geiger won the John Cotton Dana award! But, another significant announcement was that Click U is now free, with the exception of certificate programs.

Now that you are no doubt inspired to volunteer, in addition to the vendor relations chair position, other opportunities await. The Jobline committee can use one more person and we still need an academic

**President** continues on page 5



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### Copyright and Submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

## Editor's Notes

Dear Readers,



Welcome to the first issue of the new year! I hope that everybody had a great holiday season. I'd like to start out by thanking our new SLA-SF chapter president, Sandy Malloy, for allowing me to continue as Bayline Editor, which I am honored to still be.

Bayline is starting out with several fresh, new contributors in 2009. We now have a new regular ethics column titled "Do Ethics Matter?" by our own Ethics Ambassador, Jan Keiser. Although she has previously written articles for Bayline, this is her first time writing in this publication as a columnist. Check out her column on page 5.

You will want to take a look at a couple of interesting articles by Anne Barker and Katie Melville in this issue (see pages 8 and 14). Also, please take a look at page 11, and check out who won the 2008 SLA-SF chapter awards. Congratulations to all of the winners!

The next deadline date for submitting contributions for the April/May issue is February 28. If you are interested in volunteering to cover certain chapter events, please let me know. I am always looking for people to help write up summaries and/or take photos of events. This is an excellent way for you to get involved in the chapter and get your name published in print.

In general, if you would like to contribute something or even establish a regular column in Bayline, please contact me with your ideas!

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## Do ETHICS MATTER?

By Jan Keiser, SLA-SF Ethics Ambassador

### How Information Professionals Can Contribute to Ethics



Considering the financial catastrophes since this past fall, one would expect a plethora of ethics topics to write about. Actually, it's more difficult. I mean, what *hasn't* been written about?

Each day, we seem to read about another betrayal by a once-respected business person. The financial world's repercussions have been stunning (the Wall Street Journal has never been so fascinating!). The fiasco became personal as our 401k's were attacked (if we were lucky enough to have one), and it may be a few years before we see our former account balance.

Often, I find myself muttering, "How does this person sleep at night? or "How can a person do this to a client?". This dismay brings up a question I don't ask myself often enough: "What do I stand for?"

Besides the fact that the worldwide financial mess is very frightening, many of us are also deeply disappointed in the behavior of these corrupt individuals. Many of the ethical disasters are criminal and may be reason for prosecution; fortunately, most of us are faced with less dramatic ethical dilemmas.

In frustration, it's easy to believe that nothing we do can be as bad as what Bernie Madoff has done. As information professionals, what decisions that we make can possibly be relevant to this current situation? Well, if you think about ethics as what represents your own personal standards and the example you'd like to set for others, there is some relevancy. What about leaping to this opportunity to help others who are worried and applying our superior research skills?

Today, I read about a librarian from the San Francisco Public Library who described how she is helping library clients. Before this librarian ever dreamed that Bear Stearns and Lehman Brothers would collapse, she was building up a collection to help adults with career development. She has acquired materials that will help individuals write better resumes and find web sites that offer job advice. There are probably many clients coming into the SFPL library to look for such materials at this point.

When the financial news became serious, I began sending out twice-daily news updates to the clients at my company. These updates were really appreciated. It was an opportunity for the resource center to show off how we could keep people updated and informed, and how we could quickly annotate and disseminate worthwhile reading material.

I think many of us are in a position to "help" a client make this situation better.

### President continues...

relations chair. I'm sure our intrepid Bayline editor, Judy Bolstad, would like some help (not to mention someone who might be willing to take on this job in 2010) and our program planners, Cynthia Berglez, Heather Gamberg, Anne Hall and Jana de Brauwere, will need committee members so they can spread the work around.

I'm looking forward to meeting those of you whom I have not yet met, seeing a lot of old friends, and having fun in 2009! Coming in February, SLA-SF and BayNet Libraries will co-host a dinner meeting and presentation on one library's involvement in the Google Book project. Date, location and more details can be found on page 19.



## SUMMARY OF HERITAGE INSTITUTIONS' STATEWIDE PRESERVATION PLANNING SESSION

*By Barbara Janis, SLA-SF Past-President*



On October 7, 2008, I represented our Chapter at a brainstorming session, of the California Connecting to Collections Project (CCCP), which is a collaboration of five partners: California Association of Museums, California Preservation Program, California State Library, California State Parks and Historic Monterey. This group was formed in response to the Heritage Health Index Report on the State of America's Collections — a comprehensive survey conducted about the condition and preservation needs of our nation's collections. CCCP is funded by the U.S. Institute of Museum and Library Services. The event was hosted by the San Jose Museum of Art, a small contemporary art museum in downtown San Jose.

CCCP's goals are to create a shared vision for preservation and to develop a statewide implementation plan. Although many of the folks present work as directors and managers of heritage institutions, it is our affiliation with associations whose memberships are keenly interested in this topic that brought us to San Jose on this beautiful fall day. Our task was to help develop a shared vision for preservation of California's heritage and discuss the next steps toward creating an implementation plan.

The first of four topics addressed was "Why are California collections important?". Two themes dominated: Our collections represent source materials and, in essence, our cultural heritage; and California's diversity is seen in its culture, people, landscape and habitat, and our collections tell our stories. The second topic, which was "How would you prioritize the Heritage Health Index recommendations for California?", generated a survey in which the top priorities were to marshall public and private support for and raise public awareness about collections care, and to assign responsibility for collection care.

The third topic, which was "What should a statewide preservation plan look like?", produced a wealth of suggestions:

- A Midwestern model to provide expert preservation help called "the circuit rider" received support from a segment of the audience who liked the one-on-one approach to tailor a plan for a collection
- Others advocated for an online statewide template that would help all institutions meet agreed-upon standards for collections care
- The use of Internet technology to reach visitors to public heritage sites and transform them into heritage advocates was also suggested
- Marketing suggestions included developing relationships with elected officials to sell what we do and why it is important

Other thoughts offered were:

- Consider having a State day of recognition for cultural institutions with free admission, perhaps coat-tailing on the National Trust's "Preservation Nation"
- Create a funding summit to inform funders of preservation needs, such as having a regional shared-storage facility
- Approach TED (Technology, Entertainment, Design) and ask this think tank to brainstorm ideas on our behalf

The fourth and final topic, "How do we make these activities happen?", engendered the following responses:

**Heritage Institution** continues on next page



## SLA's 23 THINGS: THE TEAM APPROACH

By Jaye A. H. Lapachet, M.L.I.S.

Barbara Janis, our fearless 2008 leader, Bonnie Willdorff and I met at the offices of Coblenz, Patch, Duffy & Bass LLP, to work on the 23 Things project ([http://wiki.sla.org/display/23Things>Welcome+to+23+Things!+\(1574+SLA+members+registered+so+far\)](http://wiki.sla.org/display/23Things>Welcome+to+23+Things!+(1574+SLA+members+registered+so+far))) together. The idea was to work at our own pace, but to have the ability to chat, share and ask for help from each other. One of the things we did was set up blogs. I shared my blog (<http://artquiltmaker.blogspot.com>), which I have been working on for a long time. I showed how I customized the template with Elouai's Dollmaker (<http://elouai.com>) and how I sometimes use Clipmarks to post to my blog.

Clipmarks (<http://www.clipmarks.com>) is a little piece of software you install as a browser button that allows you to clip things from the web and post them to your blog, save them or e-mail them. This is a useful tool for special librarians, aside from 23 Things, because as you are trolling the web, Clipmarks makes it easy to send something to patrons via e-mail. It also allows you to send things to your Facebook profile, delicious account or save the clips in folders.

We looked a little bit at RSS, PageFlakes (<http://www.pageflakes.com/>) and Bloglines (<http://www.bloglines.com/>), but didn't have the time to delve into it much. Bloglines is an RSS reader and PageFlakes is a personalized start page or dashboard. We had to veer off the 23 Things course, because we had a lot of trouble with passwords. If you plan to work on 23 Things away from your normal environment, try your passwords first and make sure they work and you know what they are. It is helpful if you have them in a portable format as well.

Remember that things take time to learn, so give yourself the time to learn how to blog and how to add a site to delicious and how to make your profile on Facebook (<http://www.facebook.com>) robust. If you can do one of those things after a one-hour session, then be proud. It may cross your mind that you are wasting time on non-work, but the skills you take the time to learn during the 23 Things project will help you move information around in your job later. Things take time to learn and that in itself can be frustrating. Give yourself a pat on the back when you complete the step of creating a blog. Don't be frustrated that you didn't also add flair to your sidebars and write 37 posts. All in all, I would encourage small groups to get together and work on 23 Things together. It is more fun and everyone knows something different, which allows everyone to share and contribute.

### Heritage Institution continues...

- Be inclusive — invite your neighbors to the table, be they religious, military, or civic groups
- Be careful not to step on toes of stakeholders. The tale was told of long-term volunteers whose harmony was broken when new permanent staff came aboard
- The pros and cons of forming an umbrella organization were voiced. Pro — One group represents others and leads legislative lobby. Con — No one might take ownership. One institution or organization needs to take responsibility for plan.
- Consider one institution responsible for program and guidelines, and another for implementation
- Think about a strategy for networking, have a coordinator for each organization listed, and then reassess how buy-in is working
- Individual institutions can contribute by: providing venues for training; providing technology, expertise, skills and materials; acting as clearing house for disaster plans; asking local societies to contribute ideas and define needs and let large institutions respond and plan with this information in mind

At the end of the meeting the following question arose: How do we work together to sustain statewide activities? Naturally, communication is key and creating an online communications vehicle seemed to be the consensus. As soon as one is in place, I will pass along this information to you. The next step for the CCCP is to prepare a draft vision and plan for preservation of California's heritage collections. I will be soliciting comments from you as soon as the draft is available.



## ASK AND YOU SHALL RECEIVE, WE HOPE: A REVIEW OF GOVERNMENT TRANSPARENCY RECOMMENDATIONS AND THE FIRST STEPS OF THE NASCENT OBAMA ADMINISTRATION

By Anne N. Barker, SLA-SF Secretary and Government Relations Chair

Regardless of how individuals voted, people generally agree that President Obama's inauguration on January 20 was a historic event, and many believe and hope that Obama will usher in an era of change, whether that change relates to immigration, health care or the War on Terror. Numerous historians, archivists, information policy experts and librarians believe that George W. Bush's presidency was marked by secrecy and restrictions to access of government information, from executive orders and new agency regulations to the use of designations like "controlled unclassified information (CUI)" and a general expansion of executive power. Access to government information is just one of many issues that had individuals and organizations lobbying the President-elect for change in the months running up to Inauguration Day.

One of the largest of these efforts was spearheaded by OMB Watch. Dozens of interest groups from across the political spectrum came together to create a 114-page report articulating the groups' transparency concerns and their recommendations for the new administration to promote open, accountable government. The report, *Moving Toward a 21st Century Right-to-Know Agenda: Recommendations to President-elect Obama and Congress* (<http://www.ombwatch.org/21strtkrecc.pdf>), provides an excellent overview of the actions that have placed limitations on government transparency over the past eight years, and can serve as a primer on the current state of government information and secrecy. It has been endorsed by over 100 advocacy and professional organizations, including the Special Libraries Association, the American Association of Law Libraries, the American Library Association and hundreds of individual citizens.

Another such effort was led by The Constitution Project in collaboration with more than 25 other groups. *Liberty and Security: Recommendations for the Next Administration and Congress* (<http://2009transition.org/liberty-security/>) is broader in focus than the OMB Watch project, addressing "a wide variety of issues including privacy, secrecy and surveillance; detention, interrogation, and trials of so-called 'enemy combatants; and discrimination in immigration and charities policy." Among the recommendations related to secrecy, surveillance, and privacy are the issuance of a presidential directive ordering the executive branch to operate under a presumption of openness and an attorney general's memo stating the same, and a revocation of Executive Order 13233, which limited the release of presidential records. In addition to HTML versions of each of the individual chapters, the entire document is also available as a PDF file ([http://2009transition.org/liberty-security/index.php?option=com\\_docman&task=doc\\_download&gid=49&Itemid=1](http://2009transition.org/liberty-security/index.php?option=com_docman&task=doc_download&gid=49&Itemid=1)).

The National Security Archive led another endeavor, involving more than 60 organizations, to issue recommendations calling on Obama to restore efficiency and openness to the Freedom of Information Act process, to reform the classification system to reduce over-classification of government documents and facilitate greater declassification, and to ensure that presidential records are handled in accordance with the law and Congress' intent. The Sunshine in Government Initiative (SGI), an open-government coalition of nine media organizations, also proposed four action items President Obama should address early in his administration, including: the restoration of a presumption of disclosure to the Executive Branch; the creation of an independent ombudsman to help citizens access government information; a ban on unnecessary statutory exemptions from disclosure; and a policy of speaking on the record — and encouraging senior staff to do the same — about policy and other issues of public interest. More details are at [http://www.sunshineingovernment.org/transition/sgi\\_obama\\_recs.pdf](http://www.sunshineingovernment.org/transition/sgi_obama_recs.pdf).

The Center for Democracy and Technology similarly released a series of papers (<http://www.cdt.org/transition/>) outlining their Internet policy proposals for Obama's transition team in the areas of security and civil liberties; preserving free speech on the Internet; keeping the Internet an open platform; protection of consumer privacy; and promoting open government. These two- to three-page

Government continues on next page



## Government continues...

issue papers provide concise overviews of the issues as well as recommend actions the new administration can take to keep the Internet open, innovative and free. Even government employees got in on the act. The Federal Web Managers Council, an interagency group of senior web managers from the U.S. federal government, issued a white paper recommending specific strategies to revolutionize how the U.S. government delivers online services to the American people. The white paper, *Putting Citizens First: Transforming Online Government* ([http://www.usa.gov/webcontent/documents/Federal\\_Web\\_Managers\\_WhitePaper.pdf](http://www.usa.gov/webcontent/documents/Federal_Web_Managers_WhitePaper.pdf)), calls on President Obama to reform government agency web sites so citizens can:

- Easily find relevant, accurate and up-to-date information;
- Understand information the first time they read it;
- Complete common tasks efficiently;
- Get the same answer whether they use the web, phone, email, live chat, read a brochure, or visit in person;
- Provide feedback and ideas and hear what the government will do with them; and
- Access critical information if they have a disability or aren't proficient in English.

In addition to the various coalition reports, many library associations issued their own statements related to government transparency and access to information. SLA submitted a statement to the EPA Review Team leads of the Obama-Biden Transition Project entitled *Improved Information Access at the EPA* (<http://www.sla.org/pdfs/publicpolicy/122208epatransitionstatement.pdf>). SLA's statement stresses that the EPA must provide access to its environmental information not just to EPA's scientists, but also to private citizens and businesses. SLA also urged the EPA to tap the expertise of information professionals who understand the needs of the various user groups and who know how to collect, analyze and disseminate information.

The American Association of Law Libraries submitted a formal statement to the Obama-Biden Transition Team, highlighting the organization's core values and public policy goals for the next few years. The statement articulates key policy positions that relate to the public's right to access government information; the need to promote and preserve a balance between copyright holders and users in the digital age; and the protection of personal privacy and civil liberties. The American Libraries Association (ALA) also submitted a report, *Opening the "Window to a Larger World": Libraries' Role in Changing America*, (<http://www.wo.ala.org/districtdispatch/wp-content/uploads/2008/12/ala-report-to-transition-team1.pdf>) outlining their key issues for the new administration. This report details ALA's positions related to broadband and telecommunications access in libraries; school libraries; funding for library programs, including reauthorization of the Library Services and Technology Act (LSTA); access and transparency in government; access and civil liberties issues; literacy and lifelong learning; and copyright law that balances the rights of the public and the rights of copyright holders.

The above efforts represent only a sample of the many transparency-related initiatives submitted to the Obama transition team over the past two months. Other such initiatives on open government have been compiled on the Sunshine Week web site at <http://www.sunshineweek.org/index.cfm?id=7204>, and even more related recommendations are posted throughout the World Wide Web.

Even before the inauguration, the Obama-Biden transition team made many positive steps towards transparency via its <http://change.gov> web site. At the beginning of December, the transition team introduced the Your Seat at the Table feature on Change.gov, posting for public review and comments on all documents from official meetings with outside organizations, as well as other policy recommendations submitted by third parties. Open for Questions (<http://change.gov/page/content/openforquestions20081229/>), a Digg-like feature for voting up questions for the transition team, helped to create more meaningful interaction between citizens and government. It allowed anyone to submit questions; readers then voted on the ones they most wanted the new administration to address.

Finally, as part of his Technology Agenda ([http://change.gov/agenda/technology\\_agenda/](http://change.gov/agenda/technology_agenda/)), President Obama spelled out how he believes technology should be used to bring the government back to the people. Specifically, this agenda includes the need to:

Government continues on next page



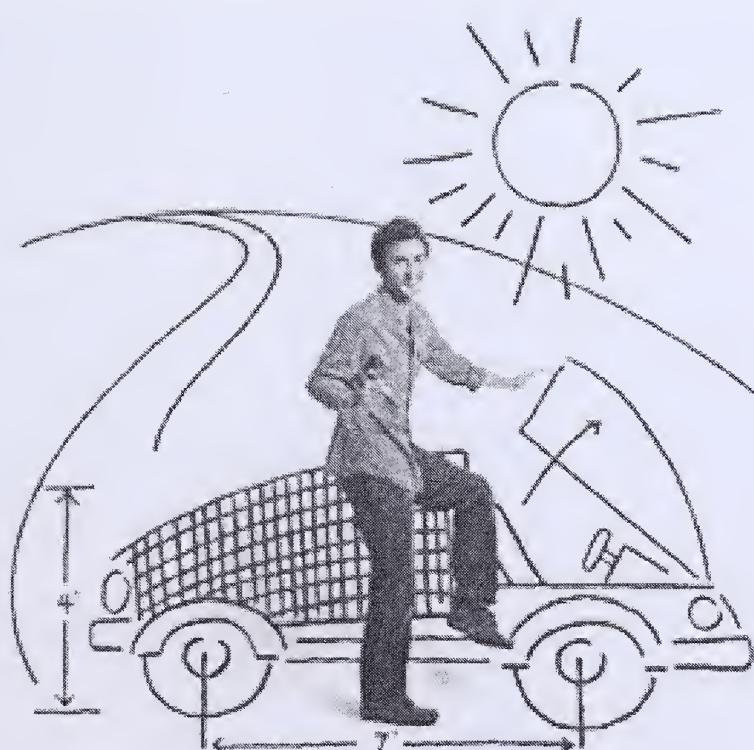
## Government continues...

- Protect the openness of the Internet: Support the principle of network neutrality to preserve the benefits of open competition on the Internet.
- Open up government to its citizens: Use cutting-edge technologies to create a new level of transparency, accountability, and participation for America's citizens.
- Bring government into the 21st century: Use technology to reform government and improve the exchange of information between the federal government and citizens while ensuring the security of our networks.

President Obama began to make good on many of his promises as soon as he was in office. At a January 5 meeting with the congressional leadership of the House and Senate to discuss a new economic stimulus package, Obama reportedly revealed that his team was planning an Internet search function that would show every program funded by the package, whether it comes in under or over-budget, whether it is meeting its intended purpose, and how many jobs it is creating. This new web site (<http://recovery.gov/>) was launched on January 24. Additionally, the content posted on Change.gov was covered under the most liberal Creative Commons license. The use of this license continued after the inauguration to include the content now found on <http://www.whitehouse.gov/>, which is under a Creative Commons Attribution 3.0 License.

Most promising, are the actions Obama has already taken to open access to government records. On his first day in office, he issued an executive order on presidential records revoking Bush's Executive Order 13233, which had limited the release of documents covered by the Presidential Records Act. In addition, he released the Memorandum for the Heads of Executive Departments and Agencies, instructing agency officials to adopt a presumption in favor of disclosure when examining FOIA requests.

Many people are expecting many things from the new Obama presidency and those interested in access to government information are no exception. The eyes of the nation were on Mr. Obama when he took the oath of office, and we will continue to watch closely as his administration makes its first moves. Personally, I fervently hope these initial efforts to bring greater transparency to the Office of the President-elect will continue and broaden as Obama brings openness to the Office of the President.



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## 2008 SLA-SF BAY REGION CHAPTER AWARDS

### Elyse Eisner Honored with Professional Achievement Award

By Tamara Horacek, Past SLA-SF Bylaws/Awards Chair

We are very pleased to announce that Elyse Eisner is our 2008 recipient of the SLA-SF Bay Region Chapter Professional Achievement Award. This award recognizes members for notable and enduring contributions to the Chapter and the profession. Elyse has long been an active member of SLA, joining in 1977 just after receiving her M.S. from Simmons College. She has served our chapter in numerous capacities, most notably as chapter president from 1988 to 1989 and bulletin editor from 1983 to 1984. In addition, she has actively participated in a variety of committees, including professional development, hospitality, program, nominating and mailing. She has also held leadership roles in the San Andreas Chapter and the News Division.

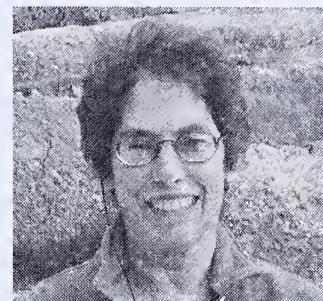


Photo courtesy of  
Elyse Eisner

Elyse regularly participates in networking activities outside of SLA. For over 10 years, she organized career panels and resume-review opportunities at the San Jose State University School of Library and Information Science and U.C. Berkeley, and even now still offers her support for these events by being a panelist and mock interviewer. She has been a persistent contributor to Bayline, writing her first article in 1979. From 1999 to 2003 she was author of the Kaleidoscope column. Other articles authored by Elyse have such attention-grabbing titles as "Let's Network," (1987) "The Secret Lives of Librarians," (1999) and "Balance the priorities of work and that thing we call life" (1997).

She has worked at numerous special libraries, including the Contra Costa Times and the Dull Knife Memorial College library in Montana. Richard Geiger notes that "Elyse was a very dynamic news librarian at the Contra Costa Times for a number of years. I also remember her being willing to step forward and take on SLA leadership positions. I admired her confidence and skill. She is a natural public speaker."

She is currently employed at Taylor & Associates, but to us she is an educator, mentor and an inspiration. Please join me in congratulating Elyse on her accomplishments and please join us at the upcoming February dinner meeting when Elyse will receive her award!

### Horizon Award to Heather Gamberg

By Cynthia Berglez, SLA-SF Director, Programs

The SLA Bay Region is awarding Heather Gamberg, the previous webmaster and 2009 assistant director of programs, the Horizon Award in recognition of her current and potential contributions to our chapter and profession. The Horizon Award (formerly known as the New Member Award) honors a San Francisco Bay Region Chapter member of no more than five years who has shown promise of becoming an outstanding member of the profession. This award presents an evaluation of an individual's work and participation in professional and chapter activities.



Photo courtesy of  
Heather Gamberg

One of the unique aspects of the Horizon Award is publication or editorial contributions, and Heather Gamberg has certainly shown her skills in this area. She was webmaster for the Chapter from June 2005 to December 2008 and was the Bayline editor from January 2006 to December 2007. This all seems like a natural outcome of her early days in journalism in Chico, California, where she was the entertainment editor for the Chico Enterprise-Record.

Her career as a writer and editor lead her to librarianship. She completed the MLIS program at San José State University, graduating in December 2006. She has had several writing- and editing-related positions and is now in her first librarian position, as a senior information specialist with

Awards continues on next page



## Awards continues...

Deutsche Bank. In her LinkedIn profile, she describes this as conducting business research, but she told me she's really an information detective. Her manager, Yael Schwartz, agrees with that characterization and expands on it by saying, "At Deutsche Bank, Heather is honing her research chops on a large portfolio of sources, with a voracious, highly educated client base. We may be information detectives — and they may be information locusts. Heather is as intrepid, dogged and creative as can be, diving into new sources and complex requests readily and surfacing with highly relevant results. We are lucky to have her and have enjoyed watching her grow as a researcher by leaps and bounds."

Heather worked for Anne Barker, current government relations chair and secretary, at Randall Funding and Development in 2004 and 2005. Anne described Heather as a serious writer and editor who will speak her mind. Heather and Anne share a love for nature, hiking and animals, but what Anne seems to remember most strongly is Heather's unusual habit of eating lunch so early it's actually breakfast time. Heather told me she is not a foodie, but she is particular about what she eats and apparently when she eats. Heather also did an internship at the San Francisco Chronicle for Richard Geiger. He said "I found her bright, energetic, and having a great sense of humor." He didn't mention anything about food.

In addition to her career and her work for the Chapter, Heather is committed to lifelong learning. She recently learned to swim "properly" and is finally learning to play the guitar she gave herself as a gift in 2001.

## Vendor Appreciation Award

*By Chris Orr, SLA-SF Past-Past President*

Back in 2006, your SLA-SF Bay Region Chapter awards committee met to create new categories of awards. We wanted to expand our opportunities to thank our volunteers and members for their service to the profession and the chapter. At the end of 2007, you may recall that we wrapped up the term by honoring the entire executive board and advisory committee with our ABCD award for service, "Above and Beyond the Call of Duty," after they had each extended their volunteer service by six months to bridge governance changes by SLA International.

Although we did not grant it that year, the committee also created a Vendor Appreciation Award to honor those supporters whose financial contributions significantly enhanced the camaraderie, communications or overall mission of the chapter. In December 2008, we inaugurated this new award by extending it to two vendors who fulfill ALL these attributes and who have done so for over twenty years! It is our pleasure to honor two local professional placement agencies, Taylor & Associates (Catherine Ghent) and AIM USA (Linda McKell), with the SLA-SF Bay Region Chapter's Vendor Appreciation Award.

AIM USA was started by Linda McKell in 1984 because she wanted to help Bay Area businesses gain access to librarians' skills. She saw demand for solo and two-person libraries growing and, as a professional librarian herself, was often asked to recommend temporary help. AIM has since expanded from the Bay Area to Southern California, where Belinda Beardt is chief operating officer.

Our other honoree, Taylor & Associates, was founded by Kay Taylor, the late Ursula Bernhart and Loretta Sanvier thirty years ago. Their main focus was on law libraries and the loose-leaf filing services required of that business sector. Catherine Ghent joined the firm in 1994 to develop placements and expand from law libraries to corporate libraries. She is now the owner of the



Gloria Elia, Linda McKell, and Belinda Beardt  
Photo courtesy of AIM

**Awards** continues on next page



## SLA-SF ANNUAL HOLIDAY PARTY PHOTOS

The party was held at Le Charm French Bistro, 315 5th Street (at Folsom), San Francisco on Tuesday, December 9, 2008, 5:30-8:00 p.m. Thanks to party organizers, Marlene Vogelsang, Richard Geiger and Vivian Kobayashi. Also, special thanks to Chris Orr for taking such wonderful photos of what took place and capturing all of the fun on film!

### Awards continues...

business. She has continued the founders' commitment to the chapter because it is, in her words, "a fabulous organization."

Taylor & Associates and AIM USA have consistently sustained our programs and professional development with their financial support and collegial participation. Not only has each of them provided income to the chapter with their sponsorships, but they have done so pretty much for every program throughout every chapter year since the mid-1980s. They each foster a spirit of community and provide tangible support that deserves our thanks. With this award we hope to express our appreciation for their valuable and persistent presence in our roster of vendors. More photos of our winners can be seen to the right of this page.

When you need staff, either for permanent placements or special projects, call on Taylor & Associates.

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Belinda Beardt and Gloria Elia of AIM



President Barbara Janis with Catherine Ghent, Taylor & Associates



An appreciative audience. Rochelle Richardson (in red) will be President-Elect in January 2009.



## JOB REJECTION TOOLBOX

*By Katie Melville, SLA-SF Webmaster*

Though we don't really want to talk about it, it happens to all of us: rejection. There may be many different scenarios and arenas, but the result is the same — you are on the outside looking in. Numerous euphemisms might be used for the event, but none are really welcome. After being passed over, overlooked, ignored, downsized, dismissed, let go, fired, jilted, dumped or outsourced, now what?

### Rejection shock

When this happens, we feel hurt, dejected and angry. These emotions are natural because we may be suffering from rejection shock, according to career guru and visionary author Richard Bolles. As hard as it may be at this time, it is vital to focus on the positive and attempt to deal with the situation by not sinking into a deep, dark, gloomy and lonely place. Bolles reminds us in his Parachute career books that "self esteem falls when you think that everyone is winning, except you." However, job-hunting is a game and the most important thing that can be lost in this game is our self-confidence or self-esteem. Rejection shock, according to Bolles, "forces one to look within to find their own true substance." It is an invitation to reflect and to discover what you really want in a job and in life.

### Surround yourself with positive-thinking people, who believe in you!

The best way to beat rejection is by dealing with it. It may difficult to do this, but others have, so it is possible. We can follow their paths and learn from their experiences.

Debbie Hunt did not let rejection get the best of her when she did not land a job she wanted as an entry-level librarian early in her career. Instead of feeling depressed and unhappy, Deb contacted the employer to find out what she could have done differently in the situation. It turned out that she was not able to compete with experienced librarians who had also applied for the position. This experience inspired Deb to look for alternative work opportunities, finding a special library that needed a librarian. In the process, she created her own unique career path in special libraries; being creative and flexible, as well as tenacious and hard working, she survived and thrived.

Another inspiring librarian is Debbie Faires, from San Jose State University's SLIS and Diablo Valley College. Her facility to create web sites and cut through extremely technical issues is awesome. Having a brain that can get entangled in a glut of technical problems, I admire someone who can cut through the myriad of details and conventions, and can make technology actually work for them and make it look easy. But, Debbie is not immune to rejection, feeling its pinch when she was a student at SLIS. When Debbie needed to get a job, she put her resume together and contacted local libraries to see if anything was available. "It was a very discouraging experience because nobody was hiring. At some libraries they wouldn't even accept my resume...What did I learn from the experience? I learned not to give up and to be patient in developing new opportunities."

When I am down and feel stuck, one of my personal mantras is "What would Debbie do?" I think about the situation and what I have learned in classes from both Debbie Hunt and Debbie Faires, as well as in personal conversations and from hearing both of them speak at professional events. At these times, a particular sentence often resonates in my ears: "Surround yourself with positive-thinking people who believe in you." This suggestion was part of the 4 rules for job success, which I remember from many years ago as a new student at the Fashion Institute of Design & Management in Los Angeles. The rules for success from FIDM are listed below:

1. Set your goals
  - List as exactly as possible
  - List your goals to help you find out what you want

**Job Rejection** continues on next page



## **Job Rejection** continues...

2. Write down a definite plan
  - Learn to schedule
  - List your priorities
  - Write down a definite plan, but remember it must be changeable
3. Get rid of negative influences
  - Continue to grow
  - Be a positive influence
4. Surround yourself with positive-thinking people who believe in you
  - Make friends with positive people to help you grow
  - It won't just happen
  - The kind of job you end up with depends upon what you put into it!

**Write on and put it behind you**

Authors deal with rejection on a daily basis and offer a good perspective on how to deal with it and survive. The web site [everything2.com](http://everything2.com) offers valuable advice: "First of all: Keep Writing! Once you give up, your career is over. Secondly, you need to organize. Make this a learning experience. At the same time you are improving your writing skills, you are building a knowledge base that is no less important than your actual craftsmanship."

Author Kevin Anderson is an example of a writer who refused to let rejection get the best of him. He is a prolific, popular-science-fiction writer with more than 90 published novels. His web site tells us his story: He collected 80 rejection slips before any of his work was published. "To date, I have more than 800 rejections — in fact, I have a trophy in my office that calls me 'the writer with no future' because I could produce more rejections by weight than any other author at an entire writing conference. But I never gave up — and that's the important part."

One of the last century's great orators was a stammering, sickly child with a questionable future. Sir Winston Churchill went on to inspire millions with his speeches, wit and intellect. He is still often quoted and his words still reverberate with an undaunted spirit, despite possibly being dyslexic and challenged by attention-deficit issues as a young man. While searching for inspiration on strategies to deal with rejection, I found this quote — attributed to Sir Winston, upon receipt of an unwelcome letter: "Dear Sir: I am in the smallest room in the house. I have your letter before me. Soon it will be behind me."

#### **Look within and verify**

How can we put rejection behind us when it keeps surfacing in front of us? How is it possible to keep trying and working hard, giving a project the best of ourselves when all of the signs around us tell us that we are failing? In 1995, Jessica Lange won an Academy Award as Best Actress for the film *Blue Sky*. She played a manic-depressive housewife of an army scientist working on a nuclear project. The movie had a number of major obstacles: It was created on a low budget and the director died soon after completing it. The studio distributing the film went bankrupt, and for three years, the movie sat in a dark vault. When Jessica was on stage, she thanked her costars, especially Tommy Lee Jones, for inspiring her to "dig deeper within herself." She gave of herself and transformed into a manic movie-magazine addict and a master of arousing admiration in the style of Bridget Bardot and Marilyn Monroe, despite all of the roadblocks in the way.



## Job Rejection continues...

### Step to true acceptance

In his book *We Got Fired*, Harvey Mackay interviewed a number of successful people who bounced back after severe career setbacks. His advice can be boiled down to 13 tips, some of which are highlighted here:

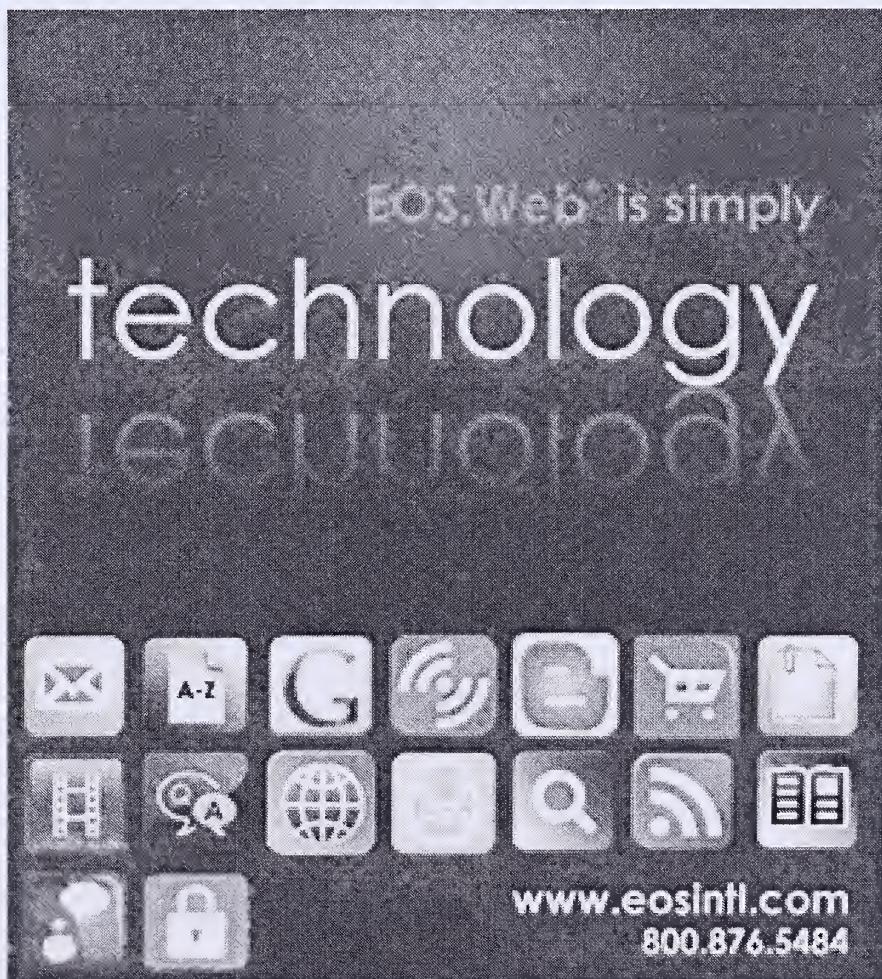
- Rejection happens to everyone; accept it as a fact of life. It happens to everyone, especially in highly competitive endeavors. In major league baseball, just one player in 748 is named MVP. Only 11 percent of applicants are accepted to Harvard.
- When you're rejected, don't take it personally. You're not bad; you just weren't good enough.
- Don't let go of your dreams. A bad situation can push you to strive to try new things or take on an unusual opportunity, ultimately getting you closer to your dream job. (The Library of Congress may actually be hiring new librarians.)
- Visualize acceptance. Instead of dwelling on your current situation, focus on when you'll be working again and doing great.
- Do doable things. If you take one step at a time, you'll eventually get to where you want to be.
- Find things that motivate you.

The things that motivate me are often creative: sewing, writing, putting ideas together and developing web pages. It is immensely satisfying to lose myself in a project, then stand back and take a look. Hopefully I will like what I see. If I don't like it, then I can always put on my favorite songs and feel their magic.

### Music heals and transforms

Music therapy has been instrumental in the healing process of many individuals. Music transformed the life of Spanish singer Julio Iglesias and is currently doing its magic for Melody Gardot, a young jazz singer who is finding professional success.

Julio Iglesias' career as a professional soccer player was cut short when he was temporarily paralyzed in a near-fatal car crash. He refused to use a wheel chair and swam for several hours every day. He also studied the guitar and began to write songs. He went on to become a musical legend, who records in 6 languages and whose career has spanned decades. After Melody Gardot was struck by a vehicle while riding her bicycle home one evening, she suffered multiple fractures and head injuries. During her recovery, she started recording songs as a way to remember what she had done. Now she is a music sensation, but one with a heart, soul and understated subtlety. Melody reminds us that: "Music can do wonders for your spirit especially when it's the kind that calms you."



Job Rejection continues on page 18



## MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, *Mosaic Columnist*

### Job Changes

**Chris Orr** has a new job as information services project manager at the University of California's Office of the General Counsel, which is part of the U.C. Office of the President in Oakland. Although she was sad to leave the Sierra Club (where she happily implemented a web-based photo system and collection for their wonderful staff and volunteers), she is enjoying the short commute from her home in the East Bay. The new job is fascinating because it takes her out of her comfort zone in digital asset management and into document management in a legal environment. Many SLA colleagues have already helped her as she learns the lingo!

Chris also found time to participate in a panel at the 2009 Digitization Symposium held on January 9 at the San Francisco Public Library. Sponsors were the Califa Library Group, California Digital Library, Community College Library Consortium, System-wide Electronic Information Resources (California State Universities) and the State-wide California Electronic Library Consortium.

**Richard Geiger**, library director of the San Francisco Chronicle, has taken a buyout after 24 years of leading the library. Previously, he was library manager at the San Jose Mercury-News (1980-1984) and a librarian at the Chronicle (1976-1980.) He has been a member of the SLA-SF Chapter since 1975 and was president in 1991-92. While working in San Jose, he became a founding member of the San Andreas Chapter. Richard served two terms on SLA's board of directors, one as director and one as treasurer. His plans for the new year include house painting and remodeling projects, boat maintenance and some serious home gardening. After that, who can say? But he and his wife Susan definitely plan to attend the 100th anniversary SLA conference in DC!

### New Upcoming Events

Barbara Janis, library and records manager of the Presidio Trust, informs us of several events free to the public at the Presidio of San Francisco:

- *War and Dissent: U.S. in the Philippines 1898-1915*, which is open through February 22, 2009. This bold mixed-media exhibit of photographs, diaries, letters, political cartoons, recordings, maps and flags looks at the Spanish-American and Philippine Wars from several points-of-view.
- *Goldsworthy at the Presidio Exhibit*, which is open through May 3, 2009. Visit a free exhibit to learn more about artist Andy Goldsworthy and The Spire at the Presidio.
- *Water+Color: California Watercolor Association 40th Annual National Exhibition*, which will be held from March 18 to May 24, 2009. Enjoy 100 original works, from landscapes to portraits.
- Visit Arion Press, which has ongoing tours and events of the nation's largest fine printing establishment.

For more information about any of the above events, go to <http://www.presidio.gov/calendar/default.htm>.

**Mosaic** continues on next page



## Mosaic continues...

### Attendance at SLA's Leadership Summit

Michael Sholinbeck (of the Sheldon Margen Public Health Library at U.C. Berkeley) attended SLA's Leadership Summit January 14-17 in Savannah, Georgia. Michael is chair of the Environment and Resource Management Division, and is a planner for the Division's programs at SLA's 2009 Annual Meeting in Washington, DC. The Leadership Summit included lots of conference planning, as well as networking and leadership development activities.

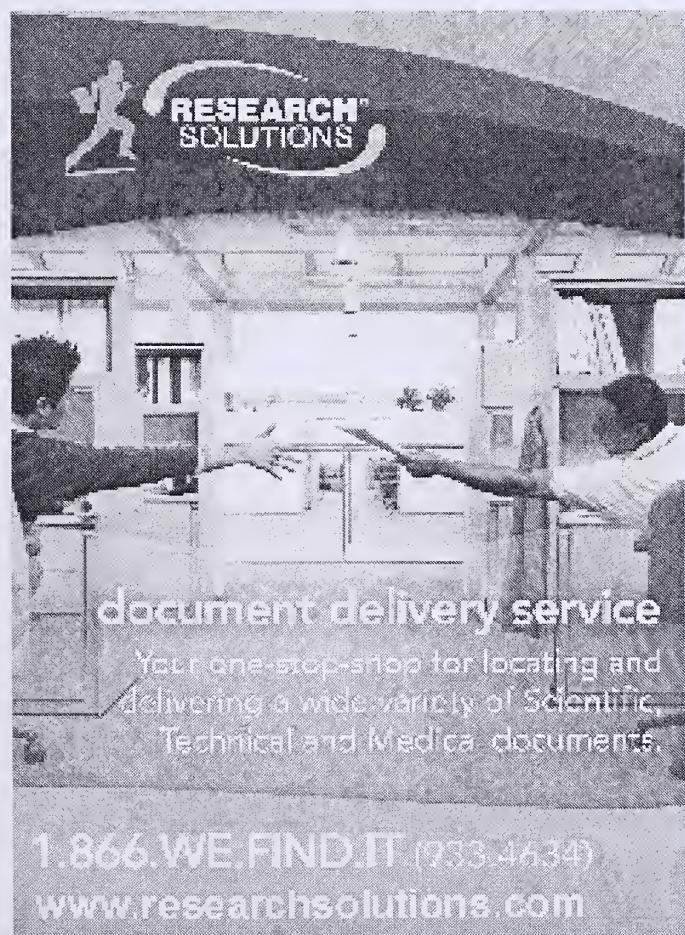
*Please feel free to email me your news items for the next issue. Rebecca Kozak, Mosaic editor.  
rkozaklewis@yahoo.com*

## Job Rejection continues...

### Pick yourself up, dust yourself off and start all over again!

Our lives unfold and transform. Careers change and hopefully we can develop the resilience to stay positive, patient and strong. In the face of rejection, try to turn it around; becoming sought out, taken on, hired, promoted, valued and employed. But, no matter what happens in the job search or transition, there is hope and the possibility of a better tomorrow. Richard Bolles reminds us that "no matter how the world of work treats us, we all remain rare and unique individuals. Your worth is not defined simply by your work, but by your spirit, your heart and your compassion toward others."

Nothing is impossible. When my coworker mentioned that she was applying to the Library of Congress, along with several other libraries last year, I was not quite sure that I heard her correctly.



She persevered and completed phone and in-person interviews for a number of public and academic libraries in the areas that she decided she would like to live. She also volunteered for the Internet Public Library and landed a part-time gig with Las Positas College. She also kept her library assistant job at the Livermore Public Library.

This fall, the Library of Congress offered her the option of a phone interview to spare her the travel expenses. She pulled out her American Express card and showed up in person, demonstrating her commitment to the position and to her career. She has a great attitude and positive spirit that served her well through out her job search, application and interview process. She gave herself permission to try to achieve her dreams, work toward high goals and risk failure. She started on January 21 as a business librarian at the Library of Congress.

From rejected and refused come reborn and revitalized; like the phoenix, which rose from the ashes, it is possible to become Barbara Quint or J.K. Rowling. Lofty goals, perhaps, but remember that at one time they too were on the outside looking in. However, the world doesn't necessarily need another master searcher or creator of Harry Potter. We'll have to look within ourselves to the find the inspiration for our own Oscar-winning encore performance.



## SLA SF BAY REGION CHAPTER & BAYNET LIBRARIES JOINT EVENT

### "GOOGLE BOOK SEARCH SETTLEMENT: IMPLICATIONS AND IMPACTS"

**When:** Wednesday, February 11, 2009

**Where:** Elephant & Castle Pub and Restaurant, 424 Clay St., San Francisco, CA 94111 (at the corner of Clay and Battery). (415) 268-3900.

#### **Description:**

In October 2008, Google settled a lawsuit brought by the Authors Guild and the Association of American Publishers regarding Google Book Search. The settlement, if implemented, could revolutionize access to out-of-print books, but comes with restrictions that have been the subject of significant debate. This presentation will offer an overview of the settlement and its implications, and some insight into Stanford University's approach to the agreement. Join your fellow librarians and bring your thoughts and questions regarding the Google Book Search project and the settlement.

Mimi Calter is Special Projects Librarian & Intellectual Property Manager for the Stanford University Libraries & Academic Information Resources. She manages a variety of special projects within the Director's Office of Stanford University Libraries, with a special emphasis on copyright issues. Her projects include the Stanford Copyright Renewal Database.

#### **Agenda:**

**5:30-6:30 p.m.** Networking and opportunity to purchase drinks at bar upstairs

**6:30-7:30 p.m.** Buffet dinner and SLA-SF and BayNet announcements

**7:30-8:30 p.m.** Program with Q&A following

**Menu – Buffet:** Tossed green salad, garlic mashed potatoes, seasonal fresh vegetables, and main dish of vegetarian pasta, lemon herb chicken, or London broil. Beverages include soft drinks, hot tea, coffee, and bottled water. Dessert includes cookies, dessert bars, and bread pudding. Alcoholic beverages may be purchased at the bar upstairs.

**Transportation:** BART/MUNI - Exit at the Montgomery BART/MUNI station. Head east on Montgomery Street for 7 blocks. Turn right on Clay Street.

**Parking:** There is street parking in the area and in the Embarcadero Center garages.

**Cost:** \$25 for members, \$35 for non-members and guests, and \$15 for student, retired, and unemployed attendees.

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**\*\* DEADLINE:** Please register online or ensure your mail-in registration form and check are received BY Monday, Feb. 2nd. \*\*

**Online registration:** <http://units.sla.org/chapter/csfo/calendar/regform.htm> (Note: You do not need a PayPal account to register through this PayPal-administered site.)

**Mail-in registration:** <http://units.sla.org/chapter/csfo/calendar/calendar.html>



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## EVENTS

To list an event, e-mail  
Cynthia Berglez at:

cberglez@comcast.net

Telephone: 415.643.7048

Calendar events are updated  
bi-weekly on the SLA-SF Web site:

<http://www.sla.org/chapter/csfo/csfo.html>



## VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

### Administration

- **Archives:** Helps to maintain historically important chapter documents.
- **Bylaws/Awards:** Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.
- **Finance:** Prepares chapter annual budget and mid-year reports.
- **Nominating:** Solicits and selects candidates to serve on SLA-SF committees.
- **Strategic Planning:** Directs long-range chapter planning.

### Communication

- **Bayline:** Contributes or edits articles for the chapter newsletter.
- **Listserve/Reflector/Discussion List:** Posts and forwards communications.
- **Mailing:** Coordinates chapter mailings.
- **Web Site:** Develops and maintains chapter web site.

### Events

- **Hospitality:** Selects locations and arranges dinner meetings.
- **Tours:** Organizes visits to libraries and related organizations.
- **Professional Development:** Organizes continuing education programs.
- **Programs:** Selects topics/speakers, and organizes meeting programs.

### Outreach

- **Academic Relations:** Coordinates Bay Area student activities and mentoring.
- **Government Relations:** Monitors and reports on relevant legislation.
- **Vendor Relations:** Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

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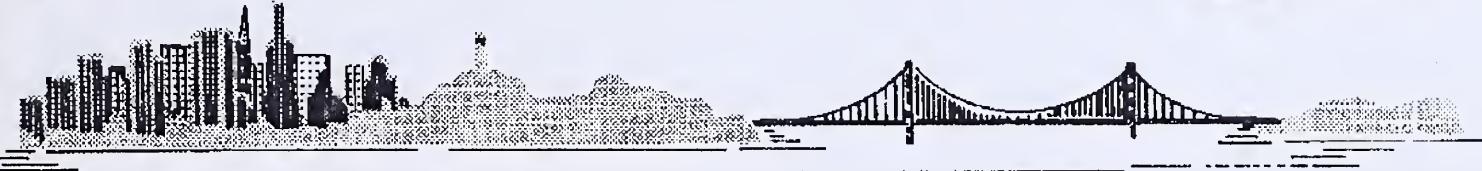
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# BAYLINE



Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

April • May 2009  
Volume 79 Number 2

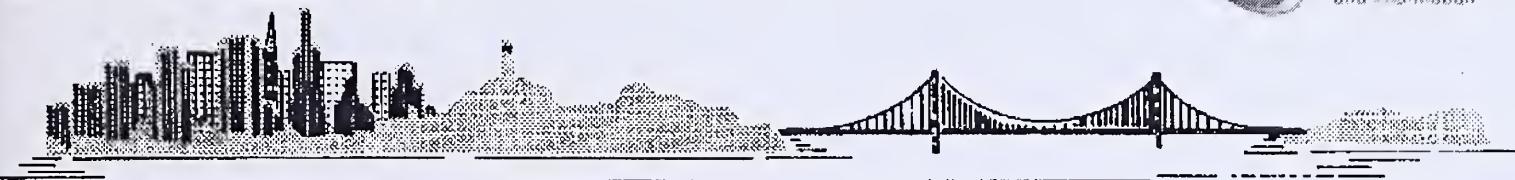
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# BAYLINE



Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

April • May 2009  
Volume 79 Number 2

## PRESIDENT'S MESSAGE

*By Sandy Malloy*



Hello again! I can't believe another Bayline issue has rolled around so fast. When I was first asked to be president, my greatest worry was keeping track of my agenda and chairing meetings. In case you ever wondered, board meetings happen every other month, plus a joint meeting with the San Andreas chapter; and the Advisory Council — all the great folks who make things like professional development and tours a reality — only meets twice a year, plus a so-called "turnover meeting" when, if they are lucky, they get to turn their jobs over to eager new volunteers. As it turns out, meetings are fun, but then I realized that I had to come up with a president's letter 5 times a year. So, I figured if Jerry Seinfeld and crew could create an entire TV series about nothing, I might as well stop hyperventilating.

I hope that many of you were able to attend our last dinner meeting. Many thanks to our great program crew (Cyndi Berglez, Heather Gamberg and Julie Takata) and of course to Mimi Calter, who presented an excellent program, which is reviewed in this issue on page 8. It was great to hear her combine the hot topics of Google, digitization and copyright into one package. Tell that to anyone who thinks we don't have any fun in our profession!

Speaking of fun, my favorite SLA event is coming up: neighborhood dinners. In our recent survey, many of you expressed your enthusiasm for networking and your preference for attending events close to home. The dinners are held in various locations throughout the Bay Area at various times in April, so you can satisfy those twin desires. I'm going to go to as many of them as I can, so I can meet more of you, get some good ideas for the chapter and, of course, EAT (one of my favorite activities). And, if you're reading this too late for the dinner in your neighborhood, there's always next year, when you might even want to think about hosting a dinner yourself.

More networking opportunities are available later this year at SLA's annual conference on June 14 in Washington, D.C. There will be some special centennial events (look for our own centennial event later this year) and a West Coast chapters reception. If you haven't signed up for the conference yet and want to, click here for more information: <http://www.sla.org/content/Events/conference/ac2009/index.cfm> Don't miss our own Bayline Editor, Judy Bolstad, presenting her paper titled "From Information to Inspiration: How Libraries Can Shape the Future of Diversity by Connecting People and Building Community" in a contributed papers session on June 15.

Many thanks to everyone who took the chapter survey and to Marlene Vogelsang, strategic planning chair, and her committee for putting it together. The committee will use survey results to guide our chapter's strategic plan revision, as you might have guessed. There are too many highlights to list here, but it was clear that our members value opportunities to learn and have many demands on their time. My favorite answers were to the question "I plan to retire in...", which I presumed was asking what year the respondent plans to retire. Responses ranged from "when Hell freezes over" to "fabulous splendor" to "my chair at work." At least we're maintaining our sense of humor.

- Connect with me at: [sandy.malloy@businesswire.com](mailto:sandy.malloy@businesswire.com)



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### Copyright and Submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

## Editor's Notes

Dear Readers,

June is approaching quickly! I hope that many of you will be able to attend the annual conference in Washington, D.C. this year. In addition to celebrating SLA's 100th anniversary as an association, we also have a new President in the White House now. I look forward to seeing many of you there! If any of you would like to volunteer to write about and/or take photos of some interesting sessions, events, meetings, or other fun things from the annual conference, let me know in advance!



In this issue, you will find information about upcoming SLA-SF Chapter events (see page 11), and recaps of the joint event with BayNet held on February 11 (see page 8) and Sunshine Week events (see page 6). I encourage you all to take a look at the April 20 professional development program (page 15), which looks very interesting and worth attending!

The next deadline date for submitting contributions for the June/July issue is April 30. If you are interested in volunteering to write up summaries and/or take photos of events, this is an excellent way for you to get involved in the chapter and get your name published in print. In general, if you would like to contribute something or even establish a regular column in *Bayline*, please contact me with your ideas!

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# Do ETHICS MATTER?

*By Jan Keiser, SLA-SF Ethics Ambassador*

## Ethical Lapses Versus Misconduct



As ethical lapses continue to tumble around us daily, the topic also makes great copy. I have personally wondered if the media would lighten up on the gloom and doom — Wouldn't the Dow rise? Wouldn't people buy a new sweater occasionally? And so on. However, if you are a member of the media, how can you resist these fabulous stories? For many years, observing strict business ethics might have seemed boring and perhaps, even considered suspicious or sycophantic behavior. But, today, ethics is hot.

Since ethics is a hot topic, the business publications keep offering new twists. I especially enjoyed the following article, but not for the reason it was written. This was an article published by Ethics Today, with an interview with Paula Desio, the first holder of the ethics resource center chair for ethics policy (<http://www.ethics.org/ethics-today/0109/HRMarticle.pdf>).

### **Is yours a personal lapse, or is it for the better good?**

The purpose of the article is to discuss the relationship between ethics/compliance officers and human resource managers. It's actually a very good article for readers who want to know more about how these two groups are set up to handle ethical issues. But, what struck me dumb, was the graphic that identifies "the most common types of misconduct observed." What I found interesting was how misconduct is differentiated between "personal lapses" and "misconduct that furthers the company's agenda."

The misconduct includes such trifles as bribes, using competitor's inside information, mis-reporting hours worked, altering company documents and so on. The "personal lapses" include "putting [one's] own interests ahead of [the] organization," lying to employees, abusive behavior, internet abuse, discrimination, sexual harassment and stealing." The personal lapses seem easier to prove and more difficult to defend (as compared to the misconduct!).

### **Finally, the answer to the question "How do they sleep at night?"**

Here is the real issue. Some unethics (short for unethical people) seem able to justify their behavior. They try to convince themselves, their families and the courts that this lapse was for the better good. As a fundamentally forgiving person, I would rather believe "these unethics aren't evil, just misguided," as if to excuse the crime.

Then the media strikes again with yet another unbelievable story with a headline that caught my eye: "Peanut company lied on salmonella testing, FDA finds" (Los Angeles Times, Feb 7, 2009). This company is being held liable for knowingly shipping contaminated peanuts that resulted in death and illness to American consumers. The motive could have only been financial gain. Does this fall under the heading of "misconduct"? Is the owner of the company misguided or evil?

And so, I have reconsidered my initial reaction to these ethical crimes. The media needs to keep printing the gloom and doom stories. Americans need to look at their own behavior, stop pointing fingers at other countries and clean this mess up. People died! I can never forget the congressional testimony from the son whose mother died: "Cancer couldn't kill my mother, but peanuts did." How very sad and it should make us all very angry!

Do you have a better suggestion for the name of this column, "Do Ethics Matter?"? I am open to new ideas. Please email me at [jkeiser@norcalmutual.com](mailto:jkeiser@norcalmutual.com).



## ATTITUDE ADJUSTMENTS: A SUNSHINE WEEK EXPLORATION OF NEW TRANSPARENCY POLICIES

*By Anne N. Barker, SLA-SF Secretary and Government Relations Chair*

The fourth annual Sunshine Week (<http://www.sunshineweek.org/>) national webcast, titled "Opening Doors: Finding the Keys to Open Government", focused on the Obama administration's transparency, open government, and e-government policy agendas. Vivek Kundra (<http://www.americanprogress.org/events/2009/03/inf/KundraVivek.html>), the newly-appointed federal chief information officer (CIO), told the audience that his office is moving quickly to roll out platforms that encourage transparency, but that these changes won't happen overnight and they won't be easy. Right now, they are trying to find the right balance between collecting information, requiring reporting, and getting the data out there against the urgent need to release the recovery funding. This is why the Obama administration is working toward a new paradigm, in which system transparency is assumed from the beginning. Kundra wants to "bake transparency into" the entire process, right from system procurement. If new technologies are conceptualized from the start as open systems, it will be easier to make information quickly available without holding up necessary policy actions.

Kundra believes that transparency can fundamentally change the way information systems are deployed; the government does not necessarily have to establish the new systems on its own, but can engage the public to help deploy less expensive and innovative solutions. With the planned launch of data.gov, they are taking an example from the way the NIH dealt with the human genome project. There was a lot of controversy at the time with private industry wanting to keep the human genome under wraps as they discovered it. But, when the NIH released the information into the public domain, there was a burst of innovation. Kundra believes that government CIOs traditionally see themselves as connecting people to agencies and bureaucracies, rather than to services; this can be very frustrating for those who are trying to find a service and don't know which agency to look at. The goal now is to figure out how to get government services embedded into existing social networks and personalize government for individuals.

The next speaker was Beth Noveck (<http://www.americanprogress.org/events/2009/03/inf/NoveckBeth.html>) who is heading up the implementation of President Obama's memorandum on transparency and open government (<http://edocket.access.gpo.gov/2009/pdf/E9-1777.pdf>). Noveck noted that the administration's transparency efforts are about more than simply releasing data to the public; the larger goal is to try to encourage citizen participation and collaboration early in the decision-making process. The administration wants to find a way to leverage the public's ideas and experience to meet the challenges that are facing the nation.

Noveck hopes that engaging people from across the government in making policy decisions that demonstrate the effectiveness and importance of transparency will ultimately get people comfortable with the changes transparency will bring. She acknowledged that opening up certain decisions and government information may not always be comfortable for everyone. But, by giving people a stake in the decision-making process, Noveck hopes to foster acceptance for transparency throughout the federal government.

Next up, was Dan Chenok (<http://www.americanprogress.org/events/2009/03/inf/ChenokDan.html>), a member of President Obama's "Technology, Innovation and Government Reform" transition team. Chenok thinks that the basic functions of the government can be made more effective through a transparency agenda. The government is in the business of service delivery; the more that people are aware of service programs, the more effective the government will be.

Attitude continues on next page

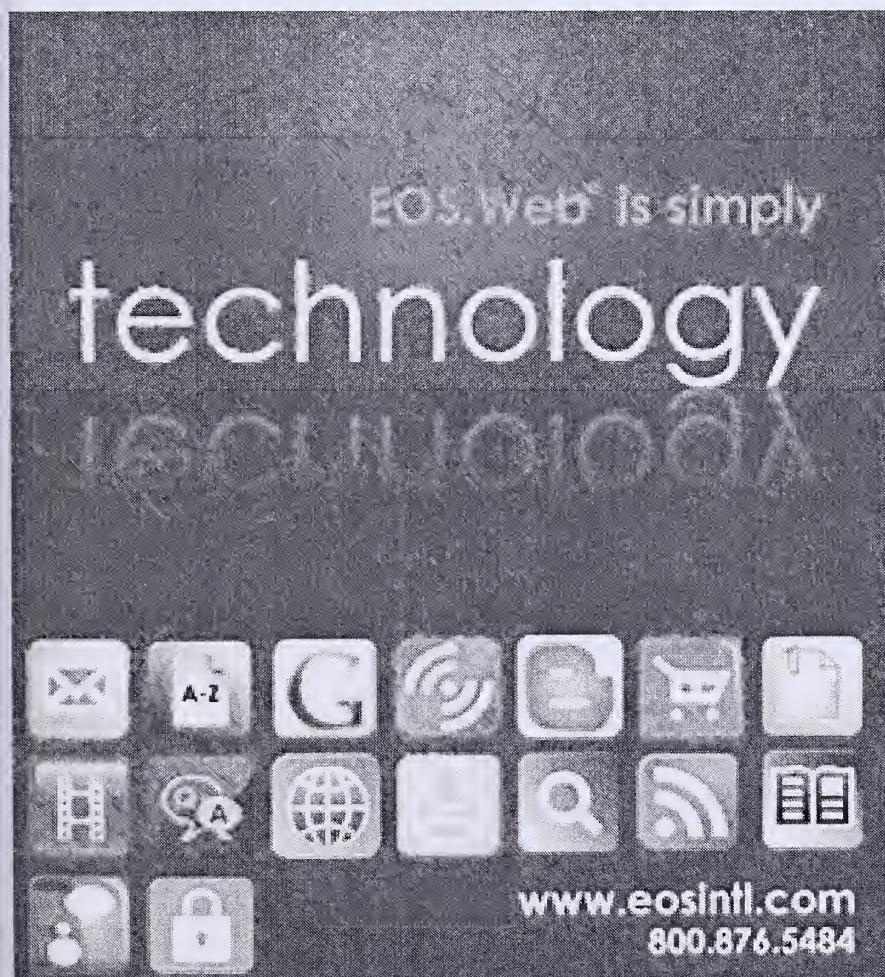


## Attitude continues...

One role of the government is to ensure that citizens know what the government is doing, and their confidence and trust in government can make service programs work better. If we know why and how decisions are made, it can lead to better acceptance of the policies. One of the biggest challenges facing Obama's transparency efforts is the currently-held perception that an open government means a less secure government. Chenok believes that the administration will need to demonstrate how open government policies can make us more secure. Another challenge to this new era of openness is the concern over privacy. As the government gets more information and opens data up to the public, it becomes more important to build privacy into the new tools right from the beginning.

The final speaker was Katherine McFate (<http://www.americanprogress.org/events/2009/03/inf/McFateKatherine.html>), who has been working with the Coalition for an Accountable Recovery, to push for transparency in the Recovery Act. The Coalition is calling for three specific actions to ensure this money is spent effectively, meets social needs and responds to public priorities. First, they want every entity that receives more than \$25,000 of recovery money, including private sub-contractors, to be required to submit monthly reports to a centralized database detailing how much of the money is spent, how the money is being spent, and what jobs are being created or saved with the funds. McFate acknowledged that the major challenge to this is that most private contractors will resist telling us how the money is being spent.

Second, the Coalition is calling for the reported data to be made publicly-available, searchable and in a format that allows people to work with the data. Specifically, McFate criticized the information that is available on TARP funds for being released in big PDF reports; the data itself is not searchable and it is difficult to find specific information.



Finally, at the State level, the Coalition wants to see the processes by which decisions about how the money will be spent are being made, and the encouragement of private citizen participation in the decision-making process. Currently, all 50 States are doing it differently.

There were two basic themes that I noted throughout the panel discussion. First, other than their efforts with recovery.gov and the upcoming data.gov, Kundra and Noveck were able to give very few concrete examples of what they are doing to open up government information. And, I am okay with this. It seems clear that they are making plans and promoting a new culture of transparency across the executive branch, but they have only been at this for two months. It will take time for their big ideas to come to fruition and some patience is needed from the public. Yes, we are long-weary of a secretive, closed government, but meaningful, long-lasting change will take time. For

Attitude continues on page 9



## JOINT EVENT RECAP: GOOGLE BOOK SEARCH SETTLEMENT

*By Hilary Schiraldi*

The Elephant and Castle in San Francisco was packed with nearly a hundred info pros on February 11, as SLA-SF and BayNet jointly met for dinner and a presentation on the recent Google Books settlement. Taylor & Associates sponsored the event. After a few words from BayNet President Chris Cruz, SLA-SF President Sandy Malloy took care of one happy item of business: presenting the chapter's awards. Heather Gamberg of Deutsche Bank (and chapter assistant director for programs) received the Horizon Award, formerly known as the New Member Award, while the Professional Achievement Award, recognizing members for notable and enduring contributions to the chapter and profession, went to Elyse Eisner (pictured to the right) of Taylor & Associates.

Sandy then introduced Mimi Calter (pictured below), special projects librarian and intellectual property manager for the Stanford University Libraries (and chapter treasurer), for the evening's main event. Mimi began her presentation with a short overview of the Google Book Search project, its history and scope, and its

relationship with Stanford. Stanford was one of five research libraries that initially partnered with Google in 2004 for the Google Books Library Project, whose mission was to scan as many books in partner libraries as possible. The partner libraries would then receive copies of the scans for preservation purposes, and Google would make its copies searchable online. Out-of-copyright works would be available to all in full-text via Google Book Search, while works still covered by copyright would only be shown in "snippet view" — a small portion of text surrounding the search result.



*Mimi Calter gives her presentation.  
Photo by Dasha Dekleva*

The Google Books Library Project went live in 2005, and Google was immediately sued by the Authors Guild and the Association of American Publishers for copyright

violation. Google argued that the project was fair use under the Copyright Act, and the litigation continued until a proposed settlement was reached in October 2008. Due to the large number of parties involved, the settlement will probably not be finalized until later this year.

The settlement covers works that are out-of-print but still under copyright. Google has agreed to provide access to these titles via standalone terminals in libraries that are read-only — no printing or downloading. Google will also fund a "Book Rights Registry" to compensate publishers for the use of their works via these terminals.

While it's good that these works will be searchable and readable, the settlement is not ideal for libraries — not surprising, since libraries were not a party to the suit and had no say in the settlement. The inability to save or print is a real barrier for library users.

Another objection to the settlement is that the fair-use issue remains unresolved: librarians and fair-use



*Elyse receives her award!  
Photo by Dasha Dekleva*



*An appreciative audience. Heather Gamberg, the Horizon Award recipient, is on the far right.  
Photo by Dasha Dekleva*

**Joint Event** continues on next page



## Joint Event continues...

advocates had hoped for a definitive ruling on whether or not copyright law allows digitizing these works and making them searchable. For now, this will still have to be determined on a case-by-case basis.

Finally, some have antitrust concerns about the settlement — the terms effectively give Google a monopoly on digital copies of out-of-print but in-copyright works, and the Book Rights Registry a monopoly on their authors' rights. However, Mimi explained that Stanford fully supports the settlement. Stanford's top priority is digital preservation and full-text searchability, and they feel that the library access that Google negotiated is possibly better than what would have been achieved under a fair-use ruling by a judge.

Although most of the BayNet and SLA members attending the event had already heard news of the settlement, Mimi's presentation went far beyond what was reported in the popular press. Through the case study of Google and Stanford, the librarians in attendance came away with an understanding of the latest issues in digitization and fair use.

For further information, Mimi recommends an excellent review article summarizing the blog-based discussion of the Google settlement: <http://citesandinsights.info/v9i4a.htm>.



Attendees mingling: Heather Gamberg, Mimi Calter, Rochelle Richardson and Anne Barker (left to right).  
Photo by Dasha Dekleva

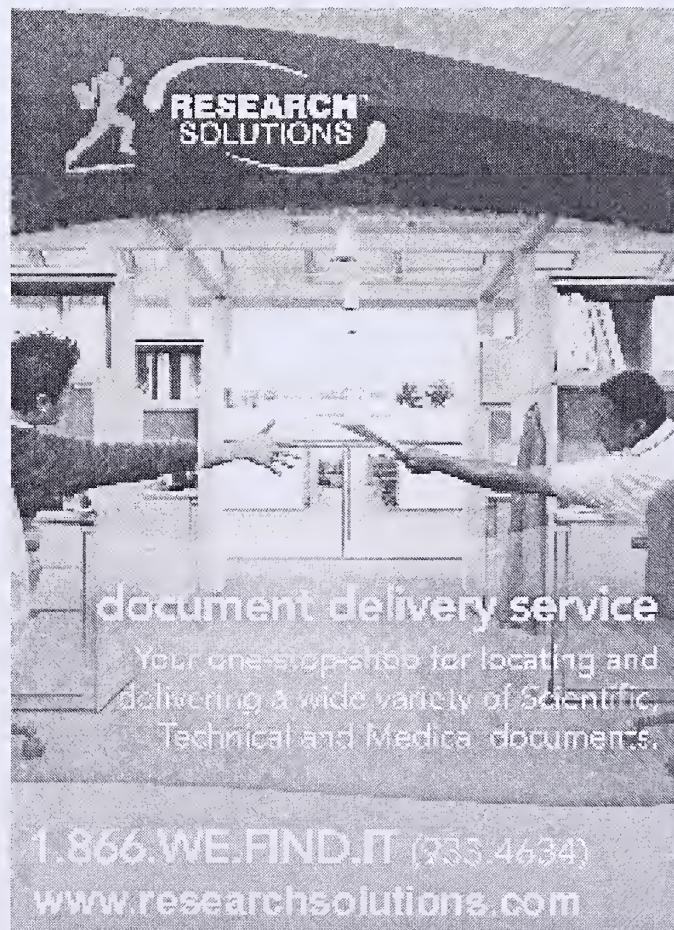
## Attitude continues...

now, I am happy that the government is finally talking seriously about these big ideas and remain hopeful and confident that tangible systems will follow.

Second, the Sunshine Week panel was missing the tension that has been present in past years. There was an almost palpable sense of relief and good-will among all of the participants.

Other than a few brief acknowledgements of the arduous years behind us, the focus was almost exclusively on the future and optimism about the path ahead. Perhaps there wasn't the Sturm und Drang that epitomized the previous sessions. But, sometimes we get tired of the action-packed thrillers and it is nice to relax into the feel-good movie of the year.

There was much more to this discussion, including a question and answer section, than I can relate in this brief column. I would encourage everyone to take an hour and a half to view the webcast, which is archived at <http://www.americanprogress.org/events/2009/03/doors.html>.





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## CALENDAR OF SLA-SF CHAPTER EVENTS

*By Heather Gamberg, SLA-SF Assistant Director, Programs*

### **Month of April**

Locations throughout the Bay Area

SLA-SF's annual neighborhood dinners will give members and other interested folks a chance to learn what's going on in other libraries in the Bay Area, plan the next step in their career, and meet other like-minded folks, all on a small and friendly scale. It's not really networking, it's just hanging out in the 'hood' with some librarians. Watch the chapter web site and email lists for more information.

### **First week of June**

East Bay location

SLA-SF's Government Relations Committee will host a presentation by MapLight.org, a groundbreaking public database that illuminates the connection between campaign donations and legislative votes in unprecedented ways. The event will also include networking and light refreshments. Watch the chapter web site and email lists for registration and more information.

### **Thursday, May 21**

San Francisco International Airport Museum

Honoring the SLA Centennial and the tradition of regional joint chapter meetings, the San Andreas and SF chapters will host a joint meeting with a thematic focus on the SLA 100th anniversary. We will turn to our wealth of regionally based association leaders to focus our musings on past and future through a panel-lead participant discussion on our chosen profession — looking at where we've come from and avenues that lead us to the future. Please join the celebration as the San Andreas chapter, now in its 29th year, and the SF chapter, now in its 85th year, come together to toast our tradition and "boot strap" our progress into the 21st century and the 100th anniversary of SLA. Panel participants include Monica Ertel, Bill Fisher, Cindy Hill, Richard Geiger, Libby Trudell and Deb Hunt. Watch the Chapter web site and email lists for registration and more information.

## SLA-SF BAY REGION PROFESSIONAL DEVELOPMENT WORKSHOP

### **"SUCCESSFUL CONTRACT STRATEGIES AND NEGOTIATION TIPS FOR ELECTRONIC CONTENT PURCHASE"**

**When:** Monday, April 20, 2009, 9am - 1pm

**Where:** Mechanics Institute Library, 57 Post Street, San Francisco, CA 94104

**See page 15 for more details.**



## MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

*By Rebecca Kozak, Mosaic Columnist*

### New Position for Anne Hall

Anne Hall began a new job on February 2 at the Federal Reserve Bank of San Francisco. She has the librarian/archivist position previously held by Pat Rea until her retirement. Prior to the Federal Reserve Bank, Anne worked for ten years in the Historical Services Department at Wells Fargo Bank, managing the San Francisco Museum since 2002. This new position is a great combination of library and archival work, and she is enjoying the opportunity to learn and grow. Anne is working on a team that includes active SLA members Tim DeWolf, Diane Rosenberger and Kan Kin, and is continuing as tour coordinator this year.

### Bayline Editor To Present at SLA in June

Judy Bolstad, our Bayline editor, has been invited to give an oral presentation of her paper in a contributed papers session at the SLA Annual Conference in Washington, D.C., in June. This year, a total of 9 papers out of 44 submissions were accepted. Her presentation will be on Monday, June 15, 2009, from 3:30 to 5:00 pm and is titled "From Information to Inspiration: How Libraries Can Shape the Future of Diversity by Connecting People and Building Community." Judy invites you to consider attending if this sounds like an interesting topic to you.

### Rita Evan's Busy January

The second week of January was unusually busy for Rita Evans, as she traveled to conferences in Washington, D.C., and Savannah. First up, was the Transportation Research Board's Annual Meeting, where Rita, director of the Institute of Transportation Studies Library at U.C. Berkeley, had three hectic 14-hour days filled with committee meetings, program sessions, and networking. She also gave a poster presentation on using IBM's Many Eyes software for data visualization. "The buzz in D.C. the week before the inauguration gave a different feel to this year's conference," said Rita. "It would have been wonderful to have been there for that historic occasion."

Then it was off to Savannah for SLA's Leadership Summit. As chair of the Transportation Division, Rita participated in program planning for the 2010 Annual Conference, as did fellow SF Chapter members Marlene Vogelsang (Petroleum & Energy Resources Division) and Michael Sholinbeck (Environment & Natural Resources Division). Attendees also heard the report on the association's alignment project ([http://www.sla.org/pdfs/FH\\_PositioningSLA0113090-Notes.pdf](http://www.sla.org/pdfs/FH_PositioningSLA0113090-Notes.pdf)) and plans for the Centennial celebration. "While I wouldn't recommend a week like this if you're already sleep-deprived, it was stimulating, informative and a great way for a transportation librarian to start 2009," said Rita.

### Deb Hunt Receives Presidential Citation

Deb Hunt was the recipient of an SLA Presidential Citation presented by Stephen Abram, 2008 President of SLA, at the SLA Leadership Summit in Savannah in January. She was totally caught off guard when her name was called to receive the citation. The citation read:

"2008 SLA Presidential Citation presented to Deb Hunt...For her leadership and commitment to developing SLA's 23 Things. Deb's dedication to creating this wonderful resource has brought low-risk technical learning within reach to thousands of current and future SLA members. 23 Things has attracted and engaged more members than ever before in an ongoing online learning activity through the Association. On behalf of the Association and the Profession, I thank you for your commitment to excellence and your contributions to the success of SLA.  
— Stephen Abram"

**Mosaic** continues on next page



## Mosaic continues...

Deb would like to remind our chapter members of two things:

1. 23 Things is still there for all of us to improve our Web 2.0 skills (<http://tinyurl.com/bo4haw>).
2. Anyone can make a difference and I hope we will all continue or start volunteering to improve our profession and ourselves.

## John Cotton Dana Offers Words of Inspiration as SLA Embarks on Its Second Hundred Years

The audience of SLA leaders — chapter presidents, president-elects, division chairs, chair-elects and planners, and association mucky-mucks — was gathered in Savannah for the 2009 Leadership Summit. SLA President Gloria Zamora and CEO Janice LaChance were reviewing highlights from 2008 and looking ahead to SLA's Centennial Celebration

Suddenly, a voice from the past called out: "What is this? What sort of gathering of special librarians do we have here?" Heads turned, and much to the surprise and delight of the gathered assemblage, there he was — SLA's founder, John Cotton Dana, striding into the room!

Turned out in the stylish garb of 1909, Mr. Dana, who bore a striking resemblance to SLA-SF's own Richard Geiger, described the events that led to the founding of SLA. Many of his comments about the evolution of knowledge and the need to put knowledge to work sounded surprisingly up-to-date:

"It is of some importance to note that the role of special librarians is different. They do not simply organize material for others to find. On the contrary, special librarians seek out the information of the most practical interest to their employers and gets that information to them without delay...special librarians must have special knowledge and use special techniques. Their libraries are an asset to any private or public organization...because they are not established and maintained as a matter of sentiment...but as a cold proposition of dollars and cents."

This special appearance by a very special librarian added a humorous, and human, touch to our very serious discussion of where our profession is headed. It also provided a perfect segue to the presentation on SLA's much-awaited alignment project (<http://www.sla.org/content/SLA/alignment/index.cfm>) to focus on the perceived value of special librarians and information professionals.

Playing the role of John Cotton Dana was risky, but Richard, a veteran of many a public performance, pulled it off with aplomb and really engaged his audience. His donning the persona of Dana was particularly appropriate since Richard is the recipient of SLA's 2009 John Cotton Dana Award. This award, which will recognize Richard's lifetime of achievement and his "beyond exceptional" service to special librarianship, will be presented at SLA's Annual Conference in June. Congratulations, Richard, on another outstanding performance! — Rita Evans

*From the Mosaic editor:*

*I look forward to hearing your news so that we can share it with the membership. Send me an email anytime and I'll save it for the next issue. Rebecca Kozak, rkozaklewis@yahoo.com*

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## SLA-SF BAY REGION PROFESSIONAL DEVELOPMENT WORKSHOP

### "SUCCESSFUL CONTRACT STRATEGIES AND NEGOTIATION TIPS FOR ELECTRONIC CONTENT PURCHASE"

**When:** Monday, April 20, 2009, 9am - 1pm

**Where:** Mechanics Institute Library, 57 Post Street, San Francisco, CA 94104

**Description:** Please join us for a unique professional development opportunity with BST America, a consulting firm that specializes in market data consulting and outsourcing. BST's Carol Ginsburg and Bill Noorlander will lead an interactive workshop on how to develop an approach to successful supplier management and contract negotiations. They will focus on the relationship with the suppliers and how to determine if their products meet business and information requirements. This will be followed by an in-depth focus on the contract negotiation process, including how to set negotiation objectives, develop a proper approach and methodology and how to successfully execute and finalize the contract.

**Cost:** Members \$100, Non-members \$125, Student or Unemployed \$75.

Check the SLA-SF web site (<http://units.sla.org/chapter/csfo/calendar/calendar.html>) for registration and more information.

### Courtesy Listing: Non-Chapter Local Event

The 2009 NOCALL Spring Institute: Clearing the Economic Fog: Understand the Issues & Moving Forward in the Economic Crisis

April 24-25, 2009

Hotel Whitcomb: [www.hotelwhitcomb.com](http://www.hotelwhitcomb.com)

1231 Market Street, San Francisco, CA 94103, 415-626-8000

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Full agenda, speaker details and hotel information are available at: [www.NOCALL.org](http://www.NOCALL.org)

To register online, please go to: <http://nocall.eventbee.com> or print out the registration form at: [www.NOCALL.org](http://www.NOCALL.org)



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Telephone: 415.643.7048

Calendar events are updated  
bi-weekly on the SLA-SF Web site:

<http://www.sla.org/chapter/csfo/csfo.html>



## VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

### Administration

- **Archives:** Helps to maintain historically important chapter documents.
- **Bylaws/Awards:** Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.
- **Finance:** Prepares chapter annual budget and mid-year reports.
- **Nominating:** Solicits and selects candidates to serve on SLA-SF committees.
- **Strategic Planning:** Directs long-range chapter planning.

### Communication

- **Bayline:** Contributes or edits articles for the chapter newsletter.
- **Listserve/Reflector/Discussion List:** Posts and forwards communications.
- **Mailing:** Coordinates chapter mailings.
- **Web Site:** Develops and maintains chapter web site.

### Events

- **Hospitality:** Selects locations and arranges dinner meetings.
- **Tours:** Organizes visits to libraries and related organizations.
- **Professional Development:** Organizes continuing education programs.
- **Programs:** Selects topics/speakers, and organizes meeting programs.

### Outreach

- **Academic Relations:** Coordinates Bay Area student activities and mentoring.
- **Government Relations:** Monitors and reports on relevant legislation.
- **Vendor Relations:** Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

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# BAYLINE



Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

June • July 2009  
Volume 79 Number 3

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# BAYLINE

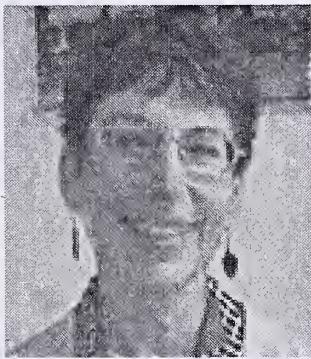


Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

June • July 2009  
Volume 79 Number 3

## PRESIDENT'S MESSAGE

*By Sandy Malloy*



It's hard to believe that it's time for yet another Bayline and President's Message, but here we are. I'm very happy to report that as a chapter, we've had some exciting events so far and even more coming up.

I hope to see many of you at the Annual Conference in Washington, D.C. By the time you read this, you'll have seen my invitation to add an entry to the chapter wiki with your contact information and arrival/departure information if you will be in D.C. And, if you didn't know the chapter even had a wiki, then — surprise! Our very able treasurer, Mimi Calter, has done a nice job setting it up for us and, more recently, adding the conference attendance table; so now it's up to the rest of us to make it the useful tool it can be for Chapter business.

To access the wiki, click here: <http://wiki.sla.org/display/SFBRWiki/SF+Bay+Region+Chapter+Administrative+Wiki>. You will have to create a password (unfortunately), but the good news is that you use your e-mail address for access.

A big "thank you" goes out to Professional Development Chair Jana de Brauwere, who planned our well-received program on "Negotiation Tips for e-Content Purchase," which took place in April. I'd also like to thank the many hosts and hostesses of the Neighborhood Dinners. You are not actually too numerous to list but I'm afraid I'll forget somebody; so I'll just say that I'm grateful to all of you who took the trouble. I do have to mention Richard Geiger, though, who not only hosted the event at his house but grilled up a nice spread to go with the rest of the potluck offerings. You can see the write-ups for many of these events on page 6 and page 8. I was able to get to several dinners and had a great time, though I'll admit to forgetting half of the dessert I offered to bring to the Geiger event (Richard's wife bailed me out).

Coming up in June, Government Relations Chair Anne Barker, with some help from the Programs committee, has planned something compelling and timely — a program that explores the link between money and politics. I have noticed that SLA members are more politically aware and active than many other people I know (as well as smarter and more attractive, but I might be biased.) So, I'm looking forward to seeing many of you at this program, which features local organization MAPLight (<http://www.maplight.org/>).

As always, thanks to everyone on the Chapter Board and Advisory Council for all you do! Connect with me at [sandy.malloy@businesswire.com](mailto:sandy.malloy@businesswire.com) or on Facebook, LinkedIn, or Twitter (@slasfprez09) I can't promise to tweet often, but with more followers I'll make more of an effort. (Don't forget 23 Things, if you need to get up to speed on some of these tools.)

## Special Libraries Association San Francisco Bay Region Chapter

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### Volume 79 Copy Deadlines:

December 31, 2008; February 28, 2009; April 30, 2009; June 30, 2009; and August 31, 2009.

### Copyright and Submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

## Editor's Notes

Dear Readers,

My guess is that you will enjoy reading this issue, particularly if you missed out on any recent SLA-SF events. It's a good way to catch up on what happened.



In this issue, you will find recaps of the SLA-SF events that occurred in April, such as the Neighborhood Dinners (starting on page 8) and the professional development workshop (see page 6). Thanks to all of the many contributors!

If you get a chance, check out Jan's article on page 5 about the benefits of the Internet and how it has impacted her life. You just may get an interesting and different perspective from her article. In case you are wondering about Jan's column, she will be writing about various topics (not only about ethics) from time to time, to give her column more diversity.

If you will be attending the annual conference in Washington, D.C., I am seeking volunteers to write about and/or take photos of interesting sessions, events, meetings, or other fun things you did. If you are interested, please let me know in advance. Hope to see some of you there!

The deadline for submitting contributions for the August/September issue is June 30, although it is negotiable. If you would like to contribute something or even establish a regular column in *Bayline*, please contact me with your ideas!

Contact: bayline\_editor@yahoo.com

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## WHY I OWE SO MUCH TO THE INTERNET

By Jan Keiser, SLA-SF Ethics Ambassador



I am inspired to write this article after attending a dinner party with six other guests, ranging from 40 to 60 years of age, who were intelligent, creative and successful people. At one point, we discussed how many children were being led astray on the Internet, especially on the social sites; how pedophiles found it easy to meet up with children; and so on. This is true. There is no denying that the Internet has made it easier for crime to proliferate.

Not one of the guests mentioned the myriad of positive experiences that occur everyday. When I have defended the Internet in the past, I have received comments such as, "I don't even want to look at a computer when I come home from work," or "I don't need the Internet in my life" (usually said with self-righteousness). And, I sat there thinking about the way the Internet

has expanded my life. While society decries the digital barriers of e-mail ("people don't talk to each other anymore"), consider how extraordinary it is to find people and community and answers with a keyboard and a cable line. There is ample opportunity to reconnect (or not) with people believed to be lost forever.

### Families

The first time I experienced an e-mail distribution list outside of the office was while a friend's husband was dying. My first thought was "how vulgar." I then considered how often she was asked the same questions, and how often she needed to repeat herself. I realized that an e-mail distribution list was the perfect way to allow everyone's participation. The practice of writing up her notes at the end of the day also served to corral the plethora of medical details she was trying to manage. Since then, my brother has used an e-mail distribution list to keep family and friends informed of my sister-in-law's illness (sometimes down to the goriest detail), and when my own mom was diagnosed with a new form of dementia (Lewy Body), the family used the same process to distribute updates on her condition, inserting links to sites that might explain more about the disorder.

### Reconnections

A few years ago, my sister saw a photo in the online edition of the New York Times. It was a woman she recognized as my former best friend from high school. This old friend and I had completely lost touch, and while I assumed she was in the New York area, I'd no idea where she could be. Not long after, through the Classmates.com web site, the woman's sister contacted me after seeing my name on our former high school's alumni list. I was ecstatic. There was no connection between the two incidents, just two people taking advantage of the technology we use everyday.

Recently, another surprise reunion occurred. My former roommate saw my name and contacted me on Facebook from her home in Norway. She'd married a Norwegian man soon after we went our separate ways, and had been living on a farm, raising three children and enjoying a nursing career in Norway all this time. She plans to visit in the fall.

### Expanding Families

Five years ago, a woman from Oregon contacted one of my Oregonian cousins out of the blue. She explained that she was my mother's half-sister; they hadn't seen each other in 60 years! My mom and this woman shared the same father and my mom had been tracked down using Internet genealogy web sites. My mom was able to meet her half-sister several times before my mom died, and the remaining family members have all stayed in close touch.

While my mom was dying, the family used the now familiar e-mail distribution list process — names of other relatives were added to the list during the year or so it existed. Via the wonders of e-mail and the Internet, our family has actually expanded! Using the collection of e-mail addresses, the family enjoyed a huge reunion on the East Coast in my mom's honor. Call me crazy, but none of this would have happened without my friend, the Internet. I can't imagine my life without it.

## SLA-SF PROFESSIONAL DEVELOPMENT WORKSHOP: SOMETHING YOU CAN'T FIND ON GOOGLE

*By Cynthia Berglez, SLA-SF Director, Programs*

On April 20, the SLA-SF Professional Development Committee hosted "Managing Market Data and Negotiating Contracts" at the Mechanic's Institute in San Francisco. It was a lively morning discussion between a small group of librarians and Carol Ginsburg and Willem Noorlander of BST America. Their firm helps organizations, primarily in banking and finance, with their data contracts by doing needs and usage assessments and then negotiating contracts with vendors.

There was plenty of time to talk about how data contracts are set up, in general, as well as some particular issues to be aware of, and some of the things that are changing in the current economic environment. We discussed three case studies that were general enough to apply to almost any data contract situation. Both the vendor and the purchaser sides were covered in depth for each case study. And, as there were no vendors in the group, it was a great opportunity for us all to try on both hats.



*Willem Noorlander and Carol Ginsburg  
of BST America (facing outward)*  
*Photo by Jana de Brauwere*



*Participants of the workshop remain engaged.*  
*Photos by Jana de Brauwere*

The recent economic environment is making vendors more willing to negotiate when they may not have before. One of the key things to keep in mind is that this is a potentially long-term relationship, and you should be as honest with your vendors as you can, but be very clear on what they need to do to help you meet the needs of your organization. We need to do our homework: how much data do our users really access, what do they find most valuable, and where can corners be cut if necessary. Negotiating with vendors, knowing that at the end of the day we all have to keep our jobs, doesn't have to be stressful nor confrontational.

The group seemed to feel better educated and reassured at the end of the morning. I took away some very interesting ideas that I know will make me a better negotiator the next time I have the opportunity to look into a contract. This was a great opportunity to get some valuable advice on a frequently confusing and stressful aspect of librarianship that is rarely discussed in school. I know we're all tired of hearing, "Why do I need a librarian when it's all on the Internet?". Here is the perfect response. I can negotiate better contracts for the organization, making sure we pay only for what we need, and save money for what we find value in. Just try finding that on Google.

## A PROGRAM NOTE

*By Cynthia Berglez, SLA-SF Director, Programs*

I wanted to thank everyone who was involved with the Neighborhood Dinners. This is one of my favorite events and I'm always happy to see so many of my fellow librarians supporting the dinners. It is such a great way to meet neighbors and fellow librarians in small groups with plenty of time to get to know each other. I always meet fascinating people and learn so much about what we all do every day. I really appreciate everyone giving their time and energy to support our organization in such a direct and personal way. And, in case you didn't think of it this year, yes, you can go to more than one dinner. I went to the SF Castro dinner and had a great time, but this was my first time hosting and that's even more fun.

We've worked on several programs recently:

### **Joint Programs & Government Relations dinner in Berkeley on June 3 with MapLight.org.**

Remember those map mash-ups during the election that told you how your next-door neighbor donated? These folks told us how they do that, and what they're up to now, bringing political and financial data together in a new and interesting way. Important projects in politics and new technology at a great venue.

### **West Coast Reception on June 15 at SLA in D.C.**

The Chapter has been working hard to help organize the West Coast (herding cats?) for a grand reception in D.C. I'm sure this is going to be a lot of fun, so I really hope everyone who is going to D.C. will check out this event.

I also wanted to thank Professional Development Committee Chair Jana de Brauwere, for a great program on negotiating contracts with BST America on April 20. It was attended by a small group of librarians, some with years of experience in negotiating contracts, proving my favorite point about our organization: we learn from each other.

Check out the following pages for stories and photos from the Neighborhood Dinners.

## SLA-SF BAY REGION CHAPTER TOUR

### "CALIFORNIA ACADEMY OF SCIENCES"

**Date:** Monday, June 29, 2009

**Time:** Socializing will begin at 5 pm; Tour at approximately 5:30 pm

**Where:** 55 Music Concourse Drive, Golden Gate Park, San Francisco, CA

**Description:** Take advantage of our extended daylight summer evenings and explore behind the scenes of this newly renovated institution. We'll tour the Research Library, have special guided access to some of the Research Collection areas, and see some of the institution's archival items.

\*Due to prohibitive facility rental charges the tour will NOT include access to the museum (exhibits, aquarium, planetarium, rain forest, etc.), only the library and collections area. Tour attendees wishing to see the other parts of the Academy that same day should plan their visit prior to the 5 pm closing time and would have to pay all applicable charges themselves.

For more site information check out: <http://www.calacademy.org/>

Watch for the actual registration email in the coming weeks. If demand necessitates a cut-off, priority will be given to SLA members, so renew your membership now and be ready!

## SLA-SF APRIL NEIGHBORHOOD DINNERS

Throughout the month of April, several neighborhood dinners were held in the Bay Area. In case you missed your local gathering, the hosts of some of these dinners were gracious enough to write up summaries of who attended, what happened and more. Enjoy!

### Oakland (April 7)

Becky Miller, Cynthia Eastman, Dan Holmes, Dasha Dekleva, Kurt Shuck, Rebecca Kozak, Rosemary Hardy, Sandy Malloy, Terry Richards and I attended this dinner. Information professionals and adventurous eaters, all.

We convened at Rang Dong restaurant on Webster Street in Oakland's Chinatown for fresh, reasonably priced, authentic Vietnamese food. We ate fresh pork rolls, tofu rolls, broiled green mussels, watercress salad, lemongrass chicken, snapper fillet in claypot, simmered tofu and eggplant, and vermicelli with grilled beef.

We discussed our profession, education, work (or the quest for it), the upcoming SLA conference in D.C., our travels and the fact that Oakland has many secret charms. We had a great time and all agreed that annual (at minimum) neighborhood dinners are a must!

-Chris Orr



Back row (left to right): Sandy Malloy, Dan Holmes, Becky Miller, Kurt Shuck. Front row (left to right): Rebecca Kozak, Cynthia Eastman, Terry Richards, Dasha Dekleva, Rosemary Hardy in Oakland

Photo by Chris Orr

### Daly City (April 7)

Dinner coordinators Jaye Lapachet and Ginny Woodis, along with Craig Cruz, Barbara Gersh and Craig Griffith met for a convivial dinner at

the Boulevard Cafe. Though we were a small group, we represented a full spectrum of special librarianship — medical, law, business, nonprofits, and one content provider. We enjoyed learning about ways to improve our Web 2.0 experiences and also some of the history of librarianship in the Bay Area. We discussed the pace of work and life and whether or not Facebook and Twitter have value in the business world. The jury is out.

- Daly City dinner group



From left to right: Jaye Lapachet, Barbara Gersh, Ginny Woodis, Craig Griffith, Craig Cruz in Daly City

### Lafayette (April 14)

Our Contra Costa County contingent met again for a fine evening gathering at Uncle Yu's Szechuan restaurant in downtown Lafayette. We shared numerous courses of a traditional Chinese cuisine meal and divided up the leftovers among members with teenagers in their households. The evening was spent catching up on our latest activities since many attendees are "regulars" for the SLA neighborhood gatherings out "past the tunnel."

David Grossman, the History Room librarian at the Mill Valley Public Library, joined us this time and told us of the new technology processes that are being used to capture the content of the collections. He has quite a team of volunteers who make the collection available to library patrons. Elyse Eisner, the director of library services at Taylor & Associates, brought us

**Neighborhood** continues on next page

## Neighborhood continues...

up to date about the current status of library placement in the Bay Area (a little on the quiet side).

Karin Zilla is a business information services librarian at Deutsche Bank Securities (along with Neighborhood Dinner coordinator Heather Gamberg, who helped everyone this year to bring all the neighborhood dinners together). The Lawrence Livermore National Lab is still being supported in their research design by Alice Sullivan, the technical information specialist, although with the cutbacks in the collection budget, her engineers and physicists often end up visiting the Livermore Public Library, where newly graduated librarian Donna Scott can help them to find resources.

Rebecca Kozak won the prize for having the most jobs, as she juggles three part-time positions at Alameda Free Library, San Leandro Public Library, as well as her long-term work for the Oakland Fire Department. Joan Jenkins of David Jenkins & Associates, Inc., does a juggling act of her own, managing her library consulting services and oversight as an Advisory Board member of UC's Water Resources Center Archives, together with a busy intercontinental travel schedule to keep up with her husband's speaking engagements.

Chris Orr, of the UC General Counsel of the Regents Office, decided that she had such a fine time at her own Vietnamese SLA neighborhood dinner that she had better join our celebration as well.

We all agreed that this dedicated work schedule we were meeting is helped by a fine Chinese dinner every so often, and certainly at least once a year by the company of our Contra Costa colleagues!

-Terry Richards

### Castro/Mission (April 15)

The group met at the Thai House Express in the Castro at 6:15 pm and had the back upper-terrace section of the restaurant for their own use. Due to the large size of the group, the table discussions were divided among three to four groups. There was an interesting mixture of discussions, including lots of updates on personal work situations as well as professional matters. Participants also discussed various recent entertainment events. Professional discussions included upcoming and past library

conferences, the "tragedy of the Berkeley library program", the demise and/or prospects of the traditional newspaper industry, the contrasting experience of working for law firms versus D.A.'s or D.O.J. law offices. Everyone had a great time and look forward to next year's gathering. Attendees included Beth Graham, Craig Cruz, Cynthia Matano, Cyndi Berglez, Kurt Shuck, Sara Paul, Mallory Olgquin, Roger Strouse and Hilary Schiraldi.

-Wess-John Murdough



From left to right: Wess-John Murdough, Craig Cruz, Roger Strouse at the Castro/Mission dinner  
Photo by Cynthia Matano



From left to right: Mallory Olgquin and Sara Paul, also at the Castro/Mission dinner  
Photo by Wess-John Murdough

### Bernal Heights (April 16)

A small but raucous group met at the Liberty Cafe on Cortland: Cyndi and husband Adi Berglez, Jo Falcon and husband Bill Spears, and Craig Cruz of Baynet (and Krames Health Science Library). Recent graduate Lisa Conrad, who used to live in Bernal Heights, came all

Neighborhood continues on next page

## Neighborhood continues...

the way back from the East Bay (on public transportation and on foot, no less) to see how the neighborhood had changed. Since the two "librarian enablers" work in the high-tech industry, shoptalk centered around the future of knowledge services and how well library schools are dealing with it — or not. The four librarians spanned almost a decade of San Jose State's SLIS, and some major changes in its focus, including two and a half deans and a swerve toward distance education. Lively discussion also touched on LinkedIn, with Adi and Cyndi as veteran users, and Jo, fresh from the San Andreas chapter's presentation thereon with Cindy Hill and Christian Gray and Craig, a cautious late adopter. Great comfort food (chicken or vegetable pot pie, meatloaf, and a fine Caesar salad) and a dessert list that looked wonderful — if any of us had had room for it.

-Jo Falcon



From left to right: Lisa Conrad, Craig Cruz, Cynthia Berglez, Jo Falcon, Adi Berglez at the Bernal Heights dinner

Photo by Bill Spears

## Richmond/El Cerrito (April 22)

Tour coordinator Anne Hall and President-Elect Rochelle Richardson organized a successful neighborhood dinner for the Richmond/El Cerrito area, with 15 attendees enjoying salads, sandwiches and cold beers at El Cerrito's 33 Revolutions Café. The café's warm, airy atmosphere was enhanced by the live jazz band, and the lively conversation covered everything from new jobs to knitting, Scandinavian cruises, and feline dentistry (proving, once again, that librarians are experts on all subjects). The dinner drew chapter members from nearby Berkeley, Emeryville and Oakland, and all agreed the location, food and company were grand.

-Carrie Kahn



The entire Richmond/El Cerrito group!

Photo by Carrie Kahn



Rebecca Kozak and Michael Sholinbeck enjoy the Richmond/El Cerrito dinner

Photo by Carrie Kahn



Take a look at this delicious salad

Photo by Carrie Kahn



From left to right: David Grossman, Nancy Adams, Damian Hayden at the Richmond/El Cerrito dinner

Photo by Carrie Kahn

Neighborhood continues on next page

## Neighborhood continues...

### Marin/Sonoma (April 23)

Thirteen of us enjoyed tasty food and good conversation at La Maison de la Reine in the Corte Madera Town Center on April 23. The Marin-Sonoma group gets together quarterly for a meal. Our next dinner will probably be Thursday, July 16, in Sonoma County.

-Diane Rosenberger

### San Leandro/Hayward/Castro Valley (April 23)

The always convivial San Leandro, Hayward, Castro Valley neighborhood dinner group, which over the years has met at Thai, Vietnamese, French, and ballpark venues, gathered this year at the home of Richard and Susan Geiger. Spouses and partners were welcomed and fine wines and favorite foods were enjoyed. Conversations ranged from databases and resources to new jobs and retirement. The guests included Sandy Malloy and Bill O'Brien, Leslie and Clint Fisher, Ron Rodriguez, Donna Scott, Susan Paulsen and her honey, Katie Melville, Deb Hunt and Dave Peck.

-Marlene Vogelsang

### San Mateo (April 30)

It was a mild Spring evening when we convened for dinner at the Pomaroma Café. Many of us got to catch up with old friends, find out who's doing what where, make new friends, and we all got to meet and welcome a number of new members to both SLA and our profession.

I'd say our collective spirit was strong, despite the tough economic times. More than a few of us thought the market is tough. Oh heck, we pretty much agreed that the market just plain stinks, but thankfully, we're a resilient and resourceful bunch, especially with each other's support. A number of us are or have already transitioned into new jobs, such as web content development, regulatory affairs, records management, writing, customer service, training and marketing. We're learning and confirming that our backgrounds are diverse, our skills are portable, useful and applicable beyond our previous jobs and industry sectors. "They" say this is the time to re-brand and reinvent

ourselves, if we need to or want to, and clearly the opportunities are there for those of us taking and making that plunge.

I think we can call ourselves not only a group of fun and engaging information professionals, but champions of constructive conversation and efficient exchange of good information. Whoever thinks chattering isn't useful hasn't hung out with us. Thanks to the wonderful folks at the Pomaroma Café for the scrumptious selection of salads, paninis, pastas, and my fave, the warm rosemary bread. The wine wasn't bad either.

Thomas, our bartender, and Joe, our waiter, took exceptional care of us. It is probably safe to say, since their opening last fall, this was the first time they've served a table of 17 librarians — but not the last!

Thanks to all for making the dinner a success. Roberta, Christine and I (co-hosts of the dinner) hope all left the evening infused with good energy, hope, and most importantly, a sense of community. Our group agreed to share our contact information so we could stay in touch and keep networking. Thanks again and we'll see you next time.

-Mara Matsumura

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# MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, *Mosaic Columnist*

This month's column is a departure from the usual collection of brief news items and profiles two members:

**Marcel Matley**, a handwriting analysis expert and document examiner, is a new member of the SLA-SF Chapter. After a career in academic libraries and being head of reference at San Leandro Library, he decided to pursue other endeavors. Now, self-employed (<http://handwritingexpertconsultant.com/>), he works mostly with attorneys. He does forensic work, such as analyzing who did (or did not) write something, or identifying if there has been an alterations, deletions or additions to a document. In short, Marcel is an expert on determining whether a document is genuine or phony. Although he has studied the character analysis aspects of handwriting, he no longer engages in this kind of work. However, he created a personal/professional reference collection that has grown to more than 12,000 items of various kinds, with an increasing focus on electronic resources.

Additionally, as national librarian of the American Handwriting Analysis Foundation (<http://www.handwritingfoundation.org/library.htm>), he maintains the library (in his home) and has instituted an inter-library loan service. To borrow items, inquirers place a request with their local public or academic library and pay the postage upfront. Most often, he advises them where else to find the same or better information. Occasionally, someone joins the organization just to use the library. This collection of more than 1,000 items includes audiotapes that will be converted to digital format. Currently, he is in the process of giving duplicates to a newly established non-profit research/lending library in India. He gives presentations on the topics of document examination and handwriting, and even gave a full-day program with a friend on "book smarts for the document examiner." Marcel is curious to know if the Chapter would like to learn about the history, content and organization of the two collections he is managing.



**Helen Block** is the architectural archivist/analyst for UCSF's Capital Programs and Facilities Management division. She is the organizer and librarian of all building and remodeling materials for the facilities owned and rented by the University of California's medical university, such as classrooms, laboratories, lecture halls, student housing, the main library and hospitals. Architectural prints, specification books, and close-out materials such as warranties and operating manuals are some of the items she works with.

When she began this work in 1998, it was mostly paper — and more paper! Among her accomplishments are overseeing the transformation of a warehouse full of bulky materials to a modern digital archive. Today, when labs are remodeled and new buildings are going up, most materials can now be e-mailed, thus saving time, space and money. Helen notes that while many computer-oriented library jobs can feel like one is just moving data along with the paper, she gets immense enjoyment from her job because she feels that she is a part of the building process.

When not archiving away, Helen can be found on her bicycle (she's an active member of the San Francisco Bicycle Coalition), cooking vegetarian food, listening to a variety of music or watching a film at a rep house. Her email is [Helen.Block@ucsf.edu](mailto:Helen.Block@ucsf.edu).

*From the Mosaic editor: In April, I attended three of the neighborhood dinners and a family wedding. While cleaning my yacht club for the wedding reception, I filled three boxes and two bags with books, and was advised by the vice commodore to donate them to one of my employers for our semi-annual book sale. I chuckled to myself when I realized that I was weeding the library based primarily on the weight of the books, i.e., I removed mostly paperbacks! And, I was careful to preserve the club's collection of items on sea adventures, boating, navigation and related topics, even though they were not all in the best condition. The bride was thrilled to see that corner of the dining room beautifully transformed by my efforts. So, what have you been up to recently? Send me a note at [rkozaklewis@yahoo.com](mailto:rkozaklewis@yahoo.com) for the next issue.*

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## ELIZABETH BOUTELLE ROTH

By Marie Tilson, SLA-SF Archives

Betty Roth was one of the "old guard" — a downtown San Francisco corporate librarian — who has now vanished from the scene. Betty, who died on January 13, 2009, at age 90, was unique. She is listed as a new member of SLA in the February 1947 issue of the SF chapter bulletin, employed by the UC Bureau of International Relations Library. She worked there until mid-1948, when she joined Standard Oil of California, where she remained until her retirement in 1977.

Betty was active both in the Chapter and the California Library Association. In the latter, she served on the recruitment committee and was a speaker at annual conventions. In the Chapter, Betty was bulletin editor, treasurer, employment chair, nominating chair, publications chair, and on the hospitality and program committees. As the first recruitment chair, she visited schools speaking to high school seniors about special librarianship. She took on special projects such as coordinating procedures manuals, helping when the American Association for the Advancement of Science held its convention on the UC campus, and serving as committee chair for general sessions when the SLA conference was held in San Francisco in 1961.

Betty was Chapter president from 1956-1957. And, it was quite a year — the association's president came for a visit, the decision was made to invite SLA to San Francisco for its annual conference in 1961, and lastly, a theatre party was held to see "Desk Set" with Miss Shirley Booth. (There was a reception afterward for Chapter members to meet the honoree, with champagne, sparkling wines, and hors d'oeuvres at Café Mozart. The cost of this revelry was \$4.50. The event was documented with a photograph of the ladies wearing their best hats and gloves.).

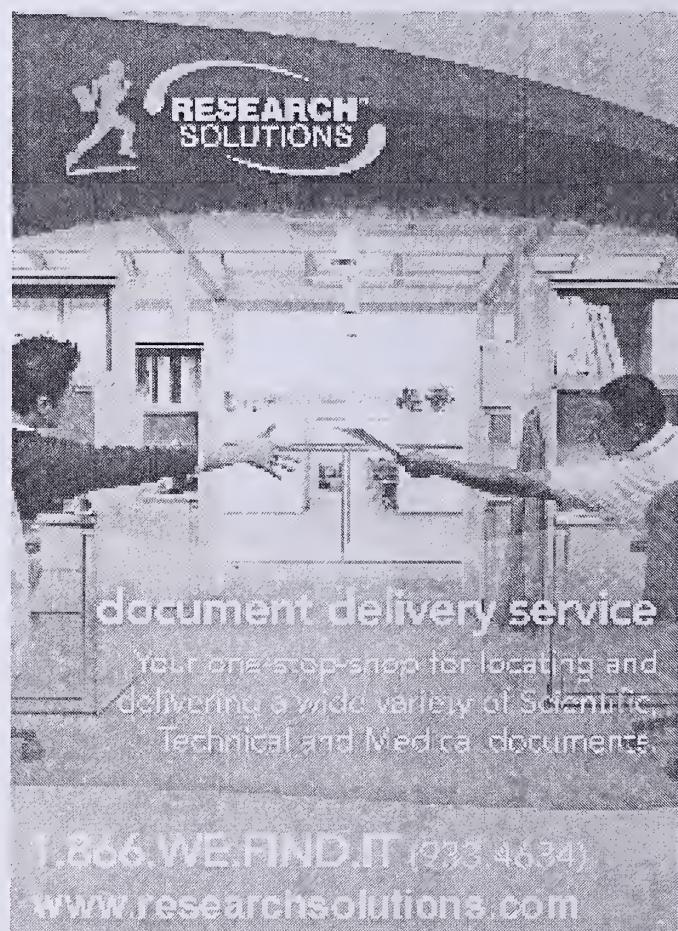
It was a year with eight Chapter meetings and the party. In summation from her annual report, Betty gave credit to all her stalwart crew: "The president was blessed this year with an untiring, detail-minded, efficient, and good humored Board and Advisory...The Bulletin Editor never even protested when she also had to assume advertising for 2 issues.

The Hospitality Chairman combed the area, choosing only superior (and reasonable) dinner spots, and as every meeting was a dinner meeting, she had a full year. Hospitality still hears ringing in her ears the President's refrain, 'Keep it around \$3.00.' ...The Treasurer never missed a dinner, and neither did her assistant, and that means handling hundreds of dollars in cash each month for 9 months..." All of this was accomplished by a group of about 200 members.

On the association level, Betty served as secretary-treasurer of the business division, as an SLA director for three years, and as part of the committee compiling US sources of petroleum and natural gas statistics. She was a director of the US Book Exchange.

There were probably other activities at both the association and local levels, because Betty never stood still when she could move. Betty retired and was the first recipient of the Chapter's Professional Achievement Award in May of 1985. Miriam Ciochon at the time noted: "It seems particularly fitting that the Chapter's first award is one that allows us to look back and to honor the kind of energetic commitment to excellence that is at the heart of the Chapter's, and indeed, the profession's strength."

Rest in peace, Betty! (May 2, 2009). Please note that the link to the San Francisco Chronicle's obituary is at: <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/03/29/MNROTHELIZ46.DTL>



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## MARIAN ELIZABETH WICKLINE

By Marie Tilson, SLA-SF Archives

Marian Wickline died in Placerville, California, on January 27, 2009. She was one of the Chapter's longest serving members. She received a chemistry degree from Mills College and began her career at Shell Development Company in Technical Files. She worked there for seven years and then became an assistant librarian for Dow Chemical Company. She was employed by Dow for thirty years, where she became librarian, head librarian, and ultimately, library data and information specialist.

In 62 years of SLA membership, Marian wore many hats. She was a Chapter president, but she also served two other terms on the executive board when she was a director (that being the period when the director spent a year as hospitality chair followed by a year as program chair) and secretary. She was also chair of the chemistry division and was active in the science-technology division.

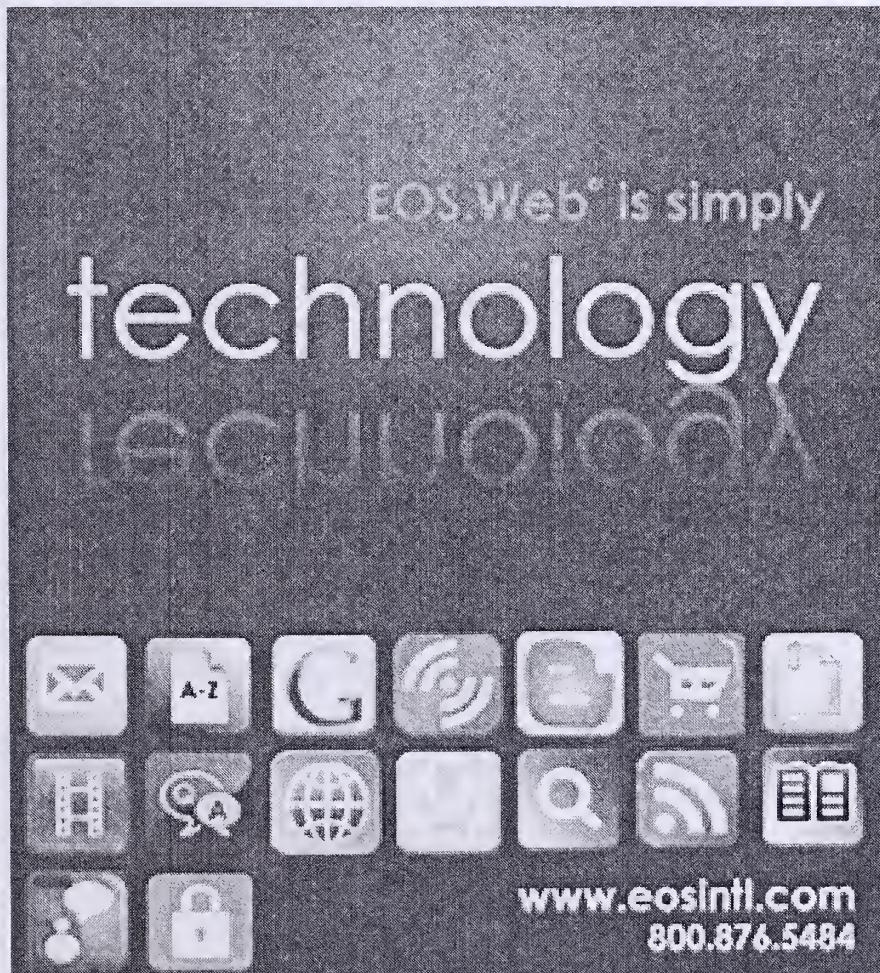
Marian's year as Chapter president featured activities including visits to the Pacific Coast Stock Exchange, Hoover Library at Stanford, Lane Medical Library; dinners with visiting librarians from Japan, two of San Francisco's fine press owners, and the San Francisco Symphony librarian at the Opera House; and a demonstration of the Lockheed Interactive Retrieval System. It was a year in which preparations were finalized for the Pacific Area Meeting which involved the five West Coast chapters and saluting our Chapter's first fifty years.

Marian was also busy when the Association held their conferences in San Francisco. In 1961, she was in charge of the printing committee. And, for the 1971 conference, she was in charge of the scholarship event. Marian was chair of duplicate exchange, elections and public relations, and served two terms as head of the education committee. She was active in many other ways as well. She was commended by the chapter president for persuading the UC Extension to offer an evening class on the bibliography of science and technology. (After that experiment, UC Extension offered more evening courses for librarians.)

At another time, she was praised by the membership chair for personally contacting and recruiting new members.

Marian spoke at many Chapter events and methods seminars. And, when she felt that something needed to be said, Marian wrote letters to editors! After her retirement to the Gold Country in 1988, Marian still maintained an active role in community affairs. She served on the El Dorado County Library Commission, the County Commission on Aging, the Policy Advisory Committee for the 2010 General Plan and other groups.

Marian, you will be missed for your wise words and for your many activities! (May 15, 2009)



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Calendar events are updated  
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<http://www.sla.org/chapter/csfo/csfo.html>

## VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

### Administration

- **Archives:** Helps to maintain historically important chapter documents.
- **Bylaws/Awards:** Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.
- **Finance:** Prepares chapter annual budget and mid-year reports.
- **Nominating:** Solicits and selects candidates to serve on SLA-SF committees.
- **Strategic Planning:** Directs long-range chapter planning.

### Communication

- **Bayline:** Contributes or edits articles for the chapter newsletter.
- **Listserve/Reflector/Discussion List:** Posts and forwards communications.
- **Mailing:** Coordinates chapter mailings.
- **Web Site:** Develops and maintains chapter web site.

### Events

- **Hospitality:** Selects locations and arranges dinner meetings.
- **Tours:** Organizes visits to libraries and related organizations.
- **Professional Development:** Organizes continuing education programs.
- **Programs:** Selects topics/speakers, and organizes meeting programs.

### Outreach

- **Academic Relations:** Coordinates Bay Area student activities and mentoring.
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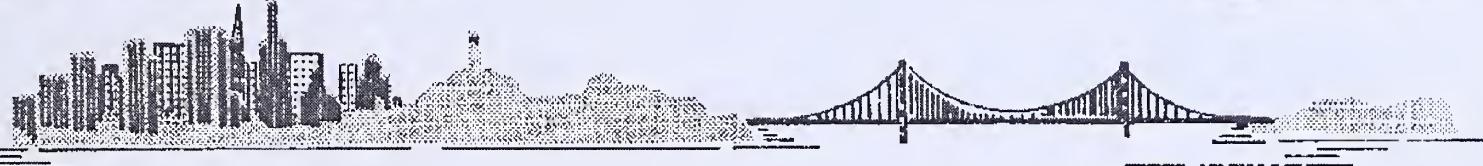
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# BAYLINE



Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

August • September 2009  
Volume 79 Number 4

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# BAYLINE



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## PRESIDENT'S MESSAGE

*By Sandy Malloy*



Hello, SF Bay Region Chapter members! I hope everyone is having a good summer (and yes, that does sound like a yearbook inscription, doesn't it?).

First, I have to apologize to our Chapter's Program Director, Cyndi Berglez. In the previous issue of Bayline, I gave the credit for planning June's MAPLight dinner program to Anne Barker. Anne does many wonderful things for the Chapter, including serving both as secretary and government relations chair, but planning this program was not one of them. As I mentioned at the meeting, Anne provided the idea; but Cyndi worked very hard doing the actual planning. It was a great event and I was remiss in not giving Cyndi proper credit. A review of the event is on page 20.

In addition to this mea culpa, though, I want to point out that it's a good example of how anybody in the Chapter can contribute to the planning process. Your ideas can be carried out by our team of the aforementioned Director of Programs, Cyndi Berglez; Assistant Director Heather Gamberg; and Hospitality Chair Julie Takata (thanks, team!). Contact them directly, or contact me, or submit your ideas when you take that post-event survey. Your survey feedback is useful, even if you did not attend the event.

The Annual Conference, Centennial Edition, was a truly wonderful experience. Attendance was up over last year, despite the weak economy, and there was even an increase in the number of vendors. I was happy to see so many Chapter members during the conference. We were able to hear from all the candidates running for SLA office, and in addition to urging you to vote, I also urge you to read about them in the Board Candidates Corner of the SLA blog at: [http://slablogger.typepad.com/sla\\_blog/board-candidates-corner/](http://slablogger.typepad.com/sla_blog/board-candidates-corner/).

Besides the Centennial, the theme for the conference was "Align in '09" and we heard a lot about the Alignment Project. Now that we have some findings from the project, it's an even more exciting initiative than ever. You can read my article on the importance of applying this research on page 13. There is a very lively discussion of the project as a whole and the name change recommendation here: <http://wiki.sla.org/display/align/SLA+Alignment+Wiki>.

By the time you read this letter, we'll have had our August program, "The Role of Information Failure in the Economic Crisis." In September, we're anticipating hearing from the editor of the San Francisco Chronicle, Ward Bushee. And, in December, we'll be having our centennial/holiday party. If the stars align (no pun intended), we'll also have another tour and some professional development opportunities. So, the second half of the year should be a good one for our Chapter, and I hope everyone is looking forward to these programs as much as I am.

Questions? Comments? Concerns? Ideas? Connect with Sandy at [sandy.malloy@businesswire.com](mailto:sandy.malloy@businesswire.com)

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## Editor's Notes

Dear Readers,

I hope that many of you were able to make it to the SLA annual conference in D.C. I had a great time being a tourist and visited several Smithsonian museums (the best one was the Museum of Natural History, although the Air and Space Museum was quite nice!). The White House and other famous sites were also amazing. I got close enough to the White House that I could see the snipers on the roof, which was definitely close enough for me. The Hirshorn Museum and Sculpture Garden, as well as the Castle and its gardens, were very impressive.



I also got to present my paper at the conference, which was a fun experience. There were about 30 to 40 people in the audience, coming and going, during the session. It was nice to get a chance to share my research with other information professionals.

For those of you who didn't make it this year, you will find short recaps of the conference in this issue (see page 10). You will also find several interesting articles submitted by our dedicated Chapter members: Eris Weaver, Jan Keiser and Cynthia Berglez. In addition, there are summaries of recent SLA-SF Chapter events, along with many photos (in case you missed out).

The deadline for submitting contributions for the October/November issue is August 31. As always, if you would like to contribute something or even establish a regular column in Bayline, please contact me with your ideas!

Contact: [bayline\\_editor@yahoo.com](mailto:bayline_editor@yahoo.com)

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## 100 MEMBERS CELEBRATE 100 YEARS AT THE SLA JOINT CHAPTER MEETING

By Rosemary Hardy



Sandy Malloy, SF Chapter President  
Photo by George Plosker

The San Francisco and San Andreas chapters gathered for a grand centennial birthday celebration at the San Francisco Airport Museum on May 21. One hundred chapter members, a fitting centennial number, filled the hall to dine, share a champagne toast, and hear a distinguished panel of speakers. Sandy Malloy and Leslie Fisher, presidents of the two chapters, introduced the evening's agenda and gave the background history of the chapters' longevity. While the national organization is celebrating 100 years of existence, SLA-SF is celebrating 85 years, and San Andreas, having originated with SLA-SF, is celebrating its 30 years as a separate chapter. San Andreas Chapter President Leslie Fisher thanked DIALOG for sponsoring the event and thanked Ken Haycock, professor and director of San Jose State University's SLIS, for the 100th anniversary cake.

Cindy Romaine, of Romainacs International Research, who is running for president-elect of SLA International, gave an animated talk, acknowledging that SLA is an organization that supports and sustains us, providing listserves, tools and a strong network through which we support and sustain each other. She compared SLA to the chamois (example provided) that soaks up our anxieties in these challenging times, and provides us the type of network that the "Verizon Guy" promises. Cindy gave the challenge: "Gotta get the future ready, and dream big!" She can be found on Facebook and Linked In and reached at: cindy.romain@romaniacs.com.

Bill Fisher, a past-president of SLA and former recipient of the John Cotton Dana Award, has held a myriad of positions at the national and local levels. He introduced and moderated the evening's panelists (pictured below): Cindy Hill, Richard Geiger (recipient of this year's John Cotton Dana Award), Libby Trudell and Deb Hunt. Each of the panelists has held an impressive number of national and local positions, and has toiled endless hours for our organization.



Bill Fisher and Cindy Romaine  
Photo by George Plosker



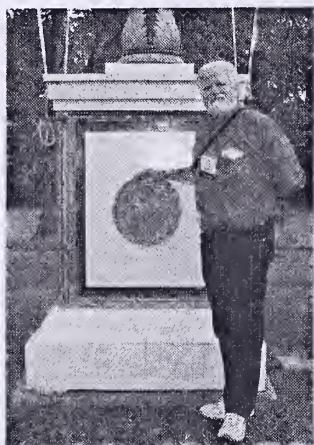
Richard Geiger, Deb Hunt, Libby Trudell & Cindy Hill  
Photo by George Plosker

The panelists each addressed issues currently facing special librarians and the field as a whole. Hill pointed out that we need to be user-centric. The future of libraries and library science depends on us; the converging world of digital identity is merged with one's personal identity. Trudell quoted the often-heard statement: "Why do we need libraries at all when there is information everywhere?" and countered with "That is like asking, why do we need road maps when there are so many roads?" We have to put maps in our users' hands, which means we need to be accessible from the mobile devices, information clouds, etc., from which they are

Celebrate continues on page 8

## RAMBLINGS ALONG THE INFORMATION TRAIL

### The Proposed California Digital Water Atlas – Why Go Digital?



Daniel O. Holmes on the SLA's U.S. Naval Observatory Tour (2009).

*By Daniel O. Holmes, MLIS, MA  
Librarian and Geographer  
Great Circle Information Services*

#### Introduction

One of the finest publications in the history of the state of California is the California Water Atlas (1978), published in folio size by the state government. At the June 20, 2009, joint meeting of the California Historical Society and the California Map Society, the author, having observed a dearth of California water information on the Internet, proposed that a new edition be created, and that it be digital. SLA member and Head Librarian of the Water Resources Center Archives at the University of California at Berkeley, Linda Vida, feels that the Center could host such a product. With the idea that the arguments might be useful in other contexts for SLA members, this article summarizes the answers to: "Why Go Digital?"

#### Proposed Atlas Contents

This atlas is envisioned as a dynamic document, which uses maps and graphics as the underpinnings for access to information about water in California. While there are dozens of categories of water information that should be in the atlas, they are tentatively grouped as follows:

- Natural California — the water landscape of 300 years ago.
- History of Water — Related Knowledge — how, when and where did we learn about the watersheds, precipitation, runoff, navigability, water quality, etc.
- Indirect Elements Affecting Hydrology — what have been the hydrologic and hydrographic influences of land use, invasive species, fire suppression, etc.
- Water Management — the water projects: impoundments, diversions, extractions, transfers, operation, consumptive uses, non-consumptive uses, etc.
- Productivity — what has water management facilitated in terms of crop production, industry, urbanization, recreation, etc.
- Diminishing Choices — a demonstration of how, due to prior decisions and actions, our options with regard to water resources has become greatly constrained, e.g. most of the economical dam sites are already occupied.
- Effects of Environmental Protection — the contributions of various preserves (parks, wildlife refuges), watershed management, etc., to maintaining quality water resources.
- The Restoration Effort — what and where has restoration been done.

Finally, each of these could have numerous case study examples ranging from the St. Francis dam failure to the Mono Lake story.

#### Why Go Digital

There are numerous reasons to embark on a digital atlas. It is important to allow the digital atlas model to deviate substantially from the constraints which limit a printed edition, because only then might the full advantage of the Internet be realized.

The following lists many of the reasons that a California Digital Water Atlas is advantageous:

*Ramblings continues on next page*

## Ramblings continues...

1. As a digital document, the overhead of production is greatly reduced. Printing is initially irrelevant and distribution is a matter of optional online marketing.
2. Graphical or look-and-feel consistency, for all its aesthetic value, is no longer necessary.
3. The digital atlas could be built and released incrementally, building the support, involvement, user base, and interest of the public and agencies as it goes.
4. Print versions of a part of the digital atlas could be spun off in any version, including one-off.
5. A digital atlas on the Internet in a publicly accessible site opens the information up to a much wider audience.
6. Contributors could be from every walk of life, with verification of the data and approval of the graphical rendering subject to a review process.
7. The digital atlas concept supports the idea of including local water-related maps, as well as statewide and regional maps.
8. Having the atlas as a digital version could include integration of some social networking tools such as blogs or wikis to enhance the information in the atlas sheets.
9. Such an atlas could start with a bang by relying on a compilation of maps, especially historic maps, already in digital form on the web.
10. Some powerful new tools could be used to make this atlas simply spectacular, for example, including animated maps.
11. Having it digital makes these resources available to everyone from historians to teachers to elementary school kids.
12. Having maps as the core of this project puts maps at the forefront of tools that users can snap up and use to illustrate their talks and ideas. Maps readily become a centerpiece of instruction and persuasion as well as of understanding.
13. By creating the atlas as a public place for contributors to publish maps, it should encourage people to create and submit maps for publication on the site.
14. This digital atlas opens the opportunity to build the resource by mining electronic postings, journal articles, dissertations, and books for maps and illustrations that are useful, providing electronic links back to the full source document. It is likely that many publishers and information vendors would cooperate.
15. A digital version could readily be updated and supplemented by new information, even real-time or daily feeds from the Department of Water Resources or the U.S. Geological Survey.
16. The digital maps need not be at a fixed scale, one could zoom in and out and even have different supplemental information displayed at different scales.
17. Having this in a digital form allows contributions from sources of many different formats, including digitized paper, microfilm and microfiche, GIS, GPS, drawing programs, video, audio, aerial photography, space imagery, panorama photos, etc.
18. The atlas could support the use of geosynergy, which is the integration of information by virtue of it sharing a common georeferenced location.
19. This sets up the hosting institution to be positioned to take advantage of the changes in the Internet. We want California water information to fully be a part of that process.
20. Once online as a refereed, institutionally hosted model, it can be used as a template for similar systems for other places and topics.
21. A special value to the institution hosting the atlas is that it encourages private collectors and districts to donate their materials to the institution, knowing that they will be digitized and used.

Ramblings continues on next page

## Ramblings continues...

22. The web site could provide its users with a workspace and tools to manipulate maps of interest.
23. Web site use can be tracked and tabulated geographically and automatically.
24. Finally, such an atlas would lead to increased use of the host institution's informational resources as well as its web site. This provides additional protection from being cut from the budget.

Dan Holmes ([dholmes@sierranevada.org](mailto:dholmes@sierranevada.org)) is owner of Great Circle Information Services, which provides library and environmental consulting. His services include library needs assessment, library systems planning, and implementation. With 18 years in academia and 18 years as a consultant involved with environmental consulting firms, solving their library and document management needs is a passion.

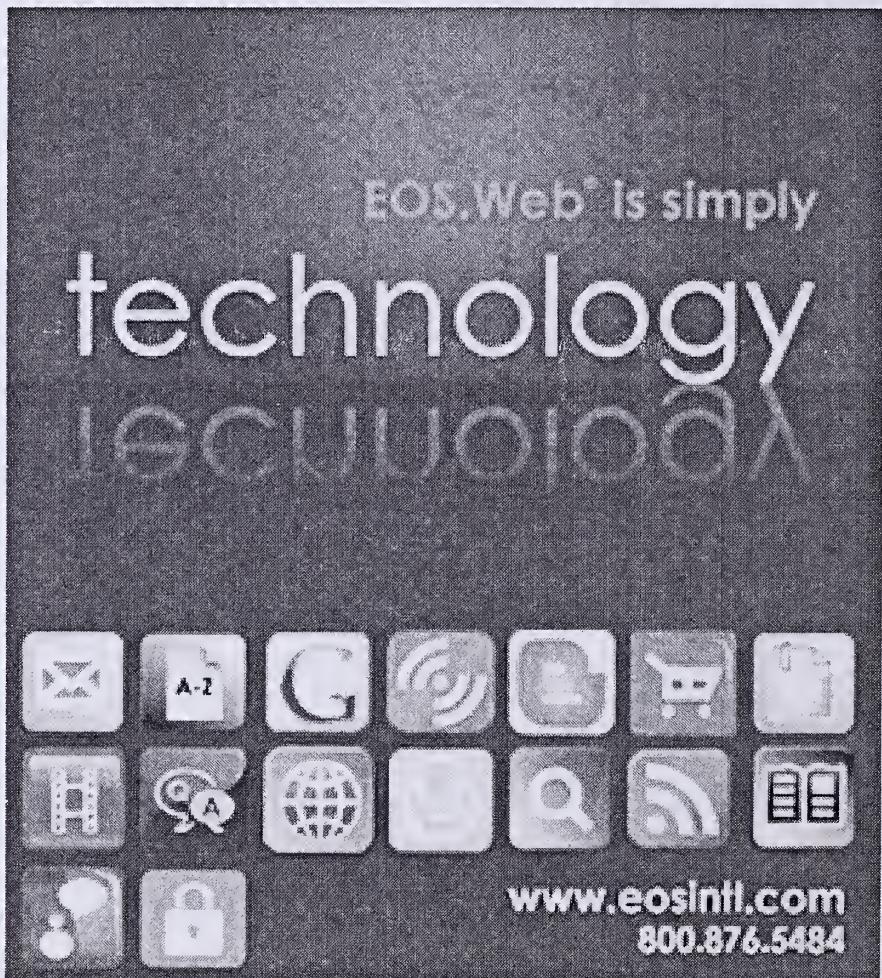
## Celebrate continues...

working. Hunt, the mastermind behind SLA's "23 Things," challenged us to use SLA's tools that are available to us:

- Work through the "23 Things" (<http://tinyurl.com/ok4k5v>)
- Use the Innovation Lab (which includes links to all the spaces below): <http://www.sla.org/innovate/>
- See what's in the wiki playspace (<http://wiki.sla.org/dashboard.action>)
- Use the online tutoring, videos, and the execubook summaries
- Atomic Learning (<http://www.sla.org/innovate/atomic.cfm>); enter username (slastudent) and password (slastudent)
- Leadership & Management and KM Library (<http://sla.learn.com/learncenter.asp?page=202>)
- execuBooks (<http://sla.learn.com/learncenter.asp?page=156>)
- Exploratorium (<http://www.exploratorium.edu>)

If we invest in ourselves through SLA's available tools, we'll get greater returns compared to what we're getting in our economy today. Richard Geiger exhorted us to look at the risk-takers in our field, and to learn from their successes and failures. We have to keep learning to survive!

A challenge noted by panelists and attendees is that of being able to meet the expectations and needs of the newest members of SLA, who are now attending or have just finished library school. Our future lies in addressing these members and our newest user groups. How do we stay current and up-to-date in our field, while struggling to stay on top of day-to-day demands? That is the challenge that is presented to us all each and every day. Our panelists and SLA are providing direction; it's up to us to follow and innovate!



## LIFE AFTER LIBRARIES

*By Eris Weaver, Past-Past SLA-SF President*

When I decided to go to library school in the early nineties, I'd spent five or six years working circ in a public library and had gone as high as I could go in the system without a library degree. I was bored. It was time to either get an MLS or do something entirely different. I chose library school because I have low tolerance for boredom. I figured that librarianship was a career in which I need never be bored, because there are so many different kinds of libraries and different settings in which to work; I could always switch industries if I got bored in one. I also figured that even if I someday decided never to work in a library again, the time and money I invested wouldn't have been wasted — the skills I gained would be transferable to anything else I might decide to do.

I loved my part-time job in a health sciences library on campus, so I decided to specialize in that field. I spent a very fulfilling twelve years in a variety of medical and public health libraries and agencies, changing jobs every four or five years when I got bored. My one constant during this time was my involvement with SLA, where I made new friends, gained new skills and just had a great time (I never got bored with SLA!). At one point, when I was slightly bored, I went back to school for a master's in public health, thinking it might extend and expand my employment opportunities in my existing field.

I left my last full-time job in 2005 for my usual reason: boredom. My intention was to find another full-time job in some aspect of health sciences information or education. Two years of active searching proved fruitless. I had been working as a meeting facilitator in the context of my co-housing community and took a two-year training course with a facilitator and trainer, who became a mentor and good friend. I decided that I enjoyed the work, and the feedback I received indicated that I was pretty good at it! I knew a few folks who also did it for a living, and decided I would try it too. Now I have a growing practice, helping a variety of organizations have better meetings, communicate more effectively, and resolve conflicts more easily.

Many of the skills acquired during my years in Library Land have been directly transferrable to my new career. The initial conversations I have with a client are very much like doing a reference interview: listening to what they say; trying to hear what's underneath and put it into context; asking questions, suggesting synonyms, and paraphrasing back what we hear; trying to match needs with known resources and solutions; and thinking outside the box to ferret out new resources.

The librarian's lack of judgment also serves me well, as clients describe their challenges and problems. Just as librarians receive the most unusual or surprising requests with neutrality and aplomb, facilitators listen to clients' conflicts and challenges with equanimity. Nothing fazes us.

The core librarian skill of organizing information into user-friendly formats comes in handy, as I plan meeting agendas and design training workshops, turning big issues into small bites and making the pieces flow together smoothly. Of course, my search skills come into play when I need to find new meeting tools or exercises, information on effective marketing, or other business knowledge I may lack. My experience with managing budgets, strategic planning, and database management help me manage my time, my leads and my cash flow.

SLA has been an amazing resource for networking; the chapter directory gave me access to helpful, knowledgeable people in a variety of industries. That ability to find and connect with other experts and ask good questions serves me as I build my business networks in search of new clients. It also allows me to serve existing and potential clients by helping them meet other needs — when I refer them to a good information source, expert in a different profession, or vendor, I establish myself as a helpful, knowledgeable, and reliable person with whom to do business, making it more likely that they engage my services.

We all wear many different identities in our lives, some more strongly than others. I will consider myself a librarian even if I never work in a library again, as our profession's core values and attributes of service, curiosity, and organizational skills will be part of me, always.

## HIGHLIGHTS FROM THE SLA ANNUAL CONFERENCE

I have asked several SLA annual conference attendees to submit summaries of their experiences in Washington, D.C. this year. In case you missed the conference, here are some highlights of what some of our Chapter members did! Enjoy!

- Your Bayline Editor

### Jason Callan

First of all, I understand that in these economic times, I was quite fortunate to have been able to go to the SLA annual conference this year. I acknowledge and am grateful to my boss for not asking me to cancel the trip, now that the firm has announced a moratorium on travel.

I flew into Washington, D.C., Saturday evening, unloaded my bags at the hotel, walked to the White House, down Pennsylvania Ave., and grabbed a quick bite to eat before calling it a night. Sunday, I got up early, ate breakfast and then headed to my scheduled 9 a.m. tour at Ford's Theater. My advice, if you're going to this tour: schedule in advance and get there no more than 5 minutes early. This will put you at the very back of the line and you'll be one of the few who winds up in the balcony section, which affords the best views of the theater and the Presidential Box. After the tour, I walked to the Mall and went through the National Air and Space Museum (very crowded), National Gallery of Art (sparse), and the National Museum of American History (pandemonium). From there, I went back to my hotel, freshened up and then headed to the Convention Center for the Opening General Session, featuring Gen. Colin Powell.

The next three days were jam-packed with sessions and receptions. Sessions I attended included information on utilizing advanced RSS techniques, using social networks to do research, creating library "groupies", and the baseball caucus. Overall, I thought the conference was well put together and quite informative, and I was grateful for the opportunity to be introduced to other facets of the librarianship profession, as this was my first SLA conference.

### Heather Gamberg, SLA-SF Assistant Director, Programs



Heather Gamberg and President Obama!

What a difference a job makes! When I attended my first SLA conference in Toronto in 2005, I was still a student at San Jose State. I hadn't attended a professional conference before, and I didn't know what kind of librarian I wanted to be, so I was a bit lost.

My experience this year in D.C., at my second SLA conference, was much better. Now that I've been a business research librarian for a couple of years, I know what kind of issues my library faces and what kind of information my clients need. I spent a lot of time this year in the INFO-EXPO visiting with vendors we already use and some I'd never heard of before. (OK, I also wanted those 25 stamps in my passport so I could enter the drawing for the Smart Car. That, unfortunately, went to someone from New York.)

I also got a lot more out of the sessions I attended. I learned about other libraries' exercises in ROI, how to make clients into groupies, and how the younger generation (those born just a decade after me) perform research.

The receptions were a great opportunity to meet others in my field, munch on free food, drink free beer, and boogie down to three Michael Jackson songs (and a lot of other fun hits) at one crazy dance party thrown by the IT Division. I also enjoyed seeing a little bit of the city when I ventured away from the convention center to the National Press Club for the West Coast Chapters reception and the Library of Congress Newspapers and Current Periodicals Room for a News Division reception.

I didn't run into President Obama while I was there, but I did have fun taking pictures with his cardboard likeness at the convention center. All I have to say is, "No more questions, please!"

**Highlights** continues on next page

## Highlights continues...

### Rita Evans, Transportation Division

#### Conference Impressions from a Division Chair

In 1980, I flew to Washington, D.C., to attend my first SLA Annual Conference. Since I was too scared to talk to anyone but vendors, and I thought I could attend only programs sponsored by my division, I spent most of my time in the exhibit hall. What a difference almost 30 years makes! As chair of the Transportation Division, I was heavily involved in program and conference planning and had to squeeze a precious few hours for exhibits into a packed schedule of meetings, sessions and networking.

To attract more people to our annual board meeting, we handled minutes and committee reports in advance via e-mail, and spent most of our time discussing issues facing the division. We've moved to a wiki platform for our web site, and talked about how learning new technologies we can apply at our jobs is a hallmark of SLA. Our Electronic Communications Committee Chair has developed short training videos to encourage people to contribute to the wiki. Since our division is one of the smallest in SLA, we also examined our ability to recruit officers, our financial situation, conference programming and communication with members. This focus on policy rather than process may explain why half a dozen people volunteered for new committee assignments before we adjourned.

The division also decided to take advantage of so many transportation agencies being located in Washington. Instead of having our traditional open house with several other divisions, we held an off-site reception and invited colleagues from various federal departments and research organizations for a unique networking opportunity. We even highlighted our members' expertise by presenting our annual division Professional Achievement Award with our guests in attendance.

Now I'm concentrating on evaluations, writing reports, and making notes for next year's planners. Some things haven't changed in 30 years — there's still way too much to do when you get back to work!

### Anne N. Barker, SLA-SF Secretary and Government Relations Chair

#### Public Policy Update: Google Representative Speaks About Google Book Search

Dan Clancy, engineering director for Google Book Search, began with a brief presentation on the Google Book Search project and quickly moved into a discussion of the settlement, attempting to clarify some of the details of the agreement. Clancy maintained that the settlement is designed to foster competition. Rightsholders can allow the new Books Rights Registry to negotiate on their behalf with any other provider; alternatively, they can execute an agreement directly with Google or another vendor without going through the Registry at all. When questioned further on how exactly this agreement would create more competition, Clancy asserted that the Registry will make it easier to identify rightsholders, and other vendors will engage in their own licensing agreements to provide access to publishers' content and/or scan materials to create a new product. Google has tried to make it so others can invest in a new project, but this doesn't mean they will. Other providers will get into it if they decide it is a good business.

Questions from the audience encompassed many areas of concern, including the longevity of Google and the product, the inclusion of government works, censorship, pricing, and privacy. While Google's case benefited from clarification of the details in the settlement agreement, I left the session feeling slightly dissatisfied. One of my main criticisms is that so many of the answers given to reassure us that Google is not a monopoly refer to these "other vendors" who will enter into their own agreements with publishers, scan their own books, and make the content available if Google does not. While there are a few big players out there that might compete, I remain skeptical that many other vendors will have the clout to convince publishers to enter into agreements in the first place, or have the resources to scan and provide access to the content in the second.

A more complete discussion of the Public Policy Update can be found on my blog at:  
[http://www.platypi.com/midwesterngirl/2009/06/public\\_policy\\_update\\_at\\_the\\_sl.html](http://www.platypi.com/midwesterngirl/2009/06/public_policy_update_at_the_sl.html).

Highlights continues on next page

## Highlights continues...

### Becky Miller

In the final semester of my MLIS program, I was thrilled to receive a student scholarship from the Environment and Resource Management Division to attend the 2009 SLA conference. My first library conference definitely lived up to my expectations by providing fun opportunities to meet interesting people, develop my professional network, and hear about new tools and ideas.

Memorable sessions on Monday and Tuesday included Science & Engineering Resources 101, which focused on useful resources in alternative energy and agriculture; a panel discussion on interdisciplinary science; an excellent Career Connections offering, Interviewing Tips and Techniques; and presentations on new technologies like Serial Solution's Summon, which allows users to search across a library's content via a single search box (see a beta version in action on Dartmouth College's library web site).

I decided to skip the last morning of the conference (Wednesday) in order to take advantage of a free all-day class at the National Library of Medicine (NLM) and immerse myself in learning how to use NLM's Toxicology Data Network (TOXNET). TOXNET is a collection of more than a dozen freely available databases containing a wealth of specialized data and information. The class also covered other environmental health and toxicology resources geared to the general public. All are available at this portal: <http://tox.nlm.nih.gov>.

Thursday, I joined the Biology Division for a tour organized by Tom Harrod. We visited the Keck Center of the National Academies, where we had a tour of the building's art and architecture. The building's atrium includes a beautiful spiral staircase reminiscent of a double helix (dubbed the "viral staircase") with mirrored cones on the top and bottom, which give the illusion that you are ascending or descending into infinity. We met with the library manager, Victoria Harriston, who described her efforts to make available an impressive suite of databases and electronic journals to the Academies' researchers. We also got a personalized tour of the Marian Koshland Science Museum, a relatively new museum featuring exhibits focused on global climate change and infectious diseases. The museum is small, but quite impressive in its use of hands-on activities and interactive technologies to teach visitors about these important issues. I capped off my wonderful trip to D.C. by attending the Natural Resources and Information Council's conference on Friday at the Library of Congress. What a week!

### Praveena Raman

Conferences have always been venues for networking, knowledge sharing, soaking information and being inspired to try out something new. This year's annual meeting was no different. My adventure started with a stay at the Historic Henley Park Hotel, which boasts of a time when senators stayed there in apartments. The room was clean and comfortable and I was well looked after, even getting breakfast cooked to my liking. The guests also received the Washington Post rather than USA Today.

My second experience was coordinating CE courses on E-newsletters, Dangerous Documents, and FDA and Clinical Trials. This is an area where the impact of the economic downturn was felt keenly. The enrollment was very low (14, 4, and 9) and many courses were cancelled. Even though the experience was nail-bitingly tense, the courses themselves proved enjoyable with invaluable information.

On Saturday, dinner at Busboys and Poets, a venue where people come to discuss social justice and peace, proved to be a great networking opportunity and a place to try my first strawberry mojito. The weekend ended on a high note at the opening session, with the keynote by Colin Powell and the award ceremony. The sessions on Expert Databases: Leveraging for Success; The New Face of the Special Librarian: Embedded Librarians; and 90 Minutes with the FDA: What Do We Need to Know? were inspiring. Two more treats that I attended and are worth mentioning here are the cooking and wine tasting event at Zola, where we learned to make dumplings, followed by dessert at the Spy Museum. The post-conference tour of the Business and Science Reading rooms at the Library of Congress, with their history and collections, was a great ending to an informative time in D.C. The weather was very pleasant during the conference with the umbrellas staying folded, and I was very happy that it stayed that way during the week and a half of my vacation that followed.

## ALIGN IN '09!

*By Sandy Malloy, SLA-SF President*

When I first joined SLA in 1976, people who worked in corporate libraries were worried about justifying their existence to a clientele that didn't always value them. These worries haven't changed much over the past 33 years. SLA has always tried to help its members cope but hasn't always had the right tools.

That's why I'm enthusiastic about the Alignment Project. Because public relations professionals comprise much of our client base at Business Wire, I often think along PR lines, so I am very pleased that SLA is working with public relations firm Fleishman-Hillard to give us these tools, at last. In fact, I feel that this project is a sign of SLA's commitment to both the advocacy and professional development pieces of its mission and provides all our members with a compelling reason to affiliate with this organization, whatever its name ends up being (and for the record, I do think a name change is warranted and believe that this process will now be carried out properly).

Why am I so optimistic? I've learned from my years of being connected to public relations and marketing that perception is reality. If your clients see you a certain way, it doesn't matter if that's not the way you see yourself. Much of this research has focused on the power of language, because language affects perception. As an example, if I say I am a "librarian," my audience might think that I manage a physical library. I have no library, but do have a role in many information-rich projects. So, I am an "information specialist," though I'll often elaborate by saying I have a background as a librarian or I have a master's degree in library science.

To me, establishing a professional identity is a form of branding. I found a serviceable definition of branding on the web site of brand consulting company, CoreBrand: Understanding the promises your brand makes is the first step toward fulfilling them (<http://www.corebrand.com/content/section/19/113/>).

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I'm looking forward to seeing more conclusions and recommendations from the project and how they can help us establish our professional brand. Find out more and join the discussion here: <http://wiki.sla.org/display/align/SLA+Alignment+Wiki>.

### **Announcement:**

Governor Arnold Schwarzenegger has recognized SLA's Centennial with a congratulatory letter! Many thanks to Libby Trudell, Public Relations Chair of our San Andreas chapter, for writing to the Governor and making it happen. Click here to see the greeting on the SLA web site:

<http://www.sla.org/content/Events/centennial/greetings.cfm>

- Sandy Malloy

# SLA KEYNOTE SPEAKER COLIN POWELL AND THE VIETNAM VETERANS MEMORIAL WALL

*By Jan Keiser, SLA-SF Ethics Ambassador*



Naturally, he received a standing ovation. What a difference from the man we have all observed over the last several years. General Colin Powell (pictured at the bottom right) has always been so seriously dignified.

Well, he's quite a guy. I fell a little bit in love with him as he regaled the audience with stories of his digital upgrade of the State Department. He spent millions of taxpayer dollars to buy new computers and peripherals — they were apparently using Wang computers or some other Neanderthal product. The tagline, "We want our Wangs back!" was heard throughout the conference, when describing someone who was reluctant to advance digitally. The General forced every member of the State Department to come up to his digital standards. For example, when he traveled to different foreign offices he'd surreptitiously check out the computer network for connectivity to his office in D.C. If the computer network passed muster, the office passed. If not, well....

Gen. Powell continued by discussing his involvement with (and enthusiasm for) the digital world. He can't get the attention of his grandchildren unless he tweets them. E-mail just doesn't cut it anymore! He does draw the line at Facebook — he is after all, a respected public figure. Too many incidents can be taken out of context, such as a video posted to YouTube featuring a frustrated General driving his corvette through stalled D.C. traffic.

Gen. Powell brought the audience up-to-date on his current projects since leaving the Bush Administration, and the project most interesting to me was his involvement with the Vietnam Memorial Wall. I made a point of doing some research. The project isn't new; it's been a dream since 1979, of one soldier, Jan Scruggs: "This is not a war Memorial but a Memorial to those who served in the war, both living and dead." The site is at <http://thewall-usa.com>. Gen. Powell is serving as the honorary Chair, while Tom Selleck is the official spokesperson.

Since Maya Lin's Wall was unveiled, visitors have left mementos at the Wall in honor of loved ones. The mementos have been stored, cataloged (probably by a librarian/informationist), digitized, and tagged to the soldier remembered. The Wall goes to tremendous lengths to honor each soldier. I found the following quote from the website interesting because I don't think I realized leaving mementos was something new:

"There is another important reason to support the Campaign. Before The Wall, Americans did not customarily leave items in public as signs of grief. But sociologists agree that The Wall changed that. From homemade crosses on the side of lonely highways to the gifts laid at the site of the Virginia Tech shootings, the way Americans now heal following untimely death is shaped by the gifts that have been left at The Wall for decades. When people can see these wonderful and often heart-wrenching items on display, they will understand all the more how The Wall has profoundly affected how our nation mourns and memorializes the loved ones it has lost."

On any given day, a soldier, who would have been celebrating a birthday, is honored. This is what a visitor to the Wall's web site might see:

WALTER HAROLD ANSLOW / Army - SP4 - E4  
 Age: 21 / Race: Caucasian / Sex: Male  
 Date of Birth Jun 26, 1946 From: JACKSONVILLE, FL  
 Religion: BAPTIST / Marital Status: Single



General Colin Powell

**Keynote** continues on page 16

## MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, Mosaic Columnist

### Updates and Changes

**Jaye Lapachet** sold her interest in the successful consulting firm, Content Innovations, LLC. She has left it in the capable hands of her partner, Natalie Munn, and Natalie's two new partners, Craig Cooksey and Nydia Estrada. Jaye is focusing on several writing projects and some large projects at her current job. She recently participated on a panel on social networking and how it can assist lawyers with business development, which drew over 40 people at each of two sessions. She can be reached at [jhl@cpdb.com](mailto:jhl@cpdb.com).

**Deb Hunt** is being laid off from the Exploratorium, effective August 28. Ever the optimist, she sees this as an opportunity to ramp up her consultancy, Information Edge (IE), which provides clients with solutions to stay ahead of the competition and improve their bottom line. IE helps clients leverage their intellectual capital so they can find, reuse and repurpose content to do their work and not reinvent the wheel for every new project. IE also searches Dialog, Factiva, and other proprietary database systems, the deep and open web, and provides value-added deliverables or search results. Deb can be reached at [dhunt@information-edge.com](mailto:dhunt@information-edge.com) and 510-506-1541.

### Congratulations

**Jana De Brauwere**, SLA-SF Chapter Professional Development Chair, has successfully graduated from San Jose State and now officially holds an M.L.I.S. She is originally from Prague, having arrived in the U.S. in 1998. She organized the 1st International Book Fair in Prague with George Soros. At Diablo Valley College, she took classes with Deb Hunt and got her library certificate before moving on to library school. She also has a B.A. in Spanish literature from Saint Mary's College. Jana has been working mostly for public libraries (Benicia Public and Contra Costa County Public), but has also worked on various projects for Ask.com, Google.com and Great Place to Work Institute. Her professional interests include international librarianship, linguistics and new technology trends in libraries. Currently, she works on an independent basis for Google.com and Great Place to Work Institute, while working a few hours every week at Contra Costa County Library. She can be reached at [janadebra@yahoo.com](mailto:janadebra@yahoo.com).

At the recent SLA Annual Conference in Washington, D.C., **Deb Hunt** (pictured to the right) was the recipient of the SLA Leadership and Management Division's Karen J. Switt Management Leadership Award, which is awarded to an outstanding member in recognition of significant contributions to, and leadership in, the profession of information management during the past five years. Deb was really pleased to be the recipient of this award, especially due to the special connection to San Francisco Bay Region Chapter member David Grossman (widower of Karen Switt).



Deb Hunt with Colin Powell  
at the VIP reception at SLA  
Photo courtesy of Deb Hunt

**Kimberley Poelman** is excited to have recently joined Infotrieve as the senior sales executive representing the West Coast. Having gotten its start in the document delivery business, Infotrieve has evolved into an award-winning software and service provider for information centers looking for ways to procure, manage and disseminate content in a cost effective and copyright compliant way. Prior to joining Infotrieve, Kimberley spent more than ten years at Wolters Kluwer Health/OVID Technologies in a variety of sales roles. Her contact info is [kpoelman@infotrieve.com](mailto:kpoelman@infotrieve.com), telephone (801) 532-1225.

**Daniel O. Holmes** ([dholmes@sierranevada.org](mailto:dholmes@sierranevada.org)) presented a paper at the SLA Annual Conference entitled "Mad Maps: a Revolution in Geographic Information Dissemination and Use." The paper, with some fun links to the latest map-related examples from the web, is viewable at <http://www.sla.org/content/Events/conference/ac2009/Conference/contibpap.cfm>. Perhaps the most fun one is the animated map of the battle at Gettysburg (<http://www.historyanimated.com/GettysburgAnimation.html>). Dan, who is the librarian for the David Rumsey Historical Map Collection (<http://www.davidrumsey.com>) and the Yolo County Flood Control and Water Conservation District, also

Mosaic continues on next page

## Mosaic continues...

presented a paper to a joint meeting of the California Historical Society and the California Map Society on June 20. His paper first brought them up to speed on some of the frontiers concerning maps on the Internet. He proposed the creation of a new edition of the wonderful 1978 California Water Atlas as the California Digital Water Atlas. He included a detailed description of the advantages of digital publishing and the potential contents for the atlas. Finally, Dan wants to call attention to the Cache Creek Catalog (Lake and Yolo counties), which resides on the web site of the Water Resources Center Archives at U.C. Berkeley (<http://www.lib.berkeley.edu/WRCA/cachecreek/>). In particular, look at the thesaurus link toward the bottom of the search page, which is a graphical authorized term thesaurus done in the program "TheBrain." Pretty fun and useful.

**Marlene Vogelsang**, resource specialist at the Energy Resource Center of the Pacific Energy Center, is one of the recipients of Dialog's 2009 North American Quantum2 InfoStar award. The awards are presented annually to information professionals whose achievements demonstrate leadership and inspire others in their industry. She was recognized for "her use of effective marketing and communications programs for the information center and consistently working to improve her professional skills." For more information about this year's award winners, please see Dialog's press release at: [http://www.dialog.com/pressroom/2009/061509\\_infostars\\_na.shtml](http://www.dialog.com/pressroom/2009/061509_infostars_na.shtml). Send her a congratulations note at [mxv6@pge.com](mailto:mxv6@pge.com).



Marlene Vogelsang, Ginger Heller (other InfoStar award winner) and Liz Blankson-Hermans  
Photo courtesy of Marlene Vogelsang

**Chris Orr** ([christineorr@mindspring.com](mailto:christineorr@mindspring.com)) took Amtrak across the country to attend the SLA conference in D.C. It was a grand trip, enhanced by the docents who volunteer to come on board and talk about the sights, geology and history during the passage through the Rockies in Colorado. The California Zephyr train follows the Colorado River and it was thrilling to see that the rivers really do change direction across the Great Divide. On the other side of Chicago, on board the Capitol Limited, it was fun to ride along the Potomac River and get into East Coast lush foliage territory. Passing through Harper's Ferry, West Virginia, was particularly moving. She just happened to be reading George MacDonald Fraser's "Flashman and the Angel of the Lord," a satirical/historical novel set at the scene of John Brown's disastrous and important raid there in 1859.

*Because of the economic downturn, I was laid off from my part-time job as reference librarian at San Leandro Library on June 30. It was a rich experience and I'm looking forward to further adventures in LIS-land. Send me your news at [rkozaklewis@yahoo.com](mailto:rkozaklewis@yahoo.com). Rebecca Kozak, Mosaic editor*

## Keynote continues...

Below the soldier's biographical information is a link that notes his tour, and how, when, and where he/she died: WALTER HAROLD ANSLOW / SP4 - E4 - Army - Regular / 101st ABN Div / Length of service 2 years / His tour began on Dec 14, 1967 / Casualty was on Mar 22, 1968 / In , SOUTH VIETNAM / HOSTILE, GROUND CASUALTY / MULTIPLE FRAGMENTATION WOUNDS / Body was recovered / Panel 45E - Line 53.

Finally, another link below each box takes the visitor to a page of tributes, comments or photos of the soldier. The soldier above displays a note written by "a next door neighbor". She writes, "I was only about 9-years old when 'Buddy' was called to go to Vietnam. But, I remember it all very clearly. The day before he left, the neighborhood gave him a cook-out and then the guys all played football in the neighbor's yard...".

The web site offers historical information such as casualty lists; a photo gallery with heartbreakng images (soldiers superimposed over a photo of The Wall); a soldier's boot alongside small American flags; and a mother and daughter kneeling before The Wall, tracing the outline of a name. There is also a photo gallery dedicated to the women who died, and for historians, there is a long list of relevant links.

Keynote continues on page 18

## MARKETING FOR A LIBRARY?

*By Cynthia Berglez, SLA-SF Director, Programs*

When I started library school in the Fall of 2003, I thought with my business degree and experience I'd have no difficulty finding a position with one of the many high-tech firms in Silicon Valley. By the time I finished my degree, those libraries were gone, the victims of economic change. As the economy continues to change, we all need to learn how to market our skills in order to stay relevant, as well as keep our jobs. I will focus on law librarianship, because that's where my current experience lies, but you should be able to find parallels in your organization. The need for us to better understand our organizations is only becoming ever more important.

The skills we've developed and the abilities we've brought to our profession provide value to our organizations, but we have to speak to that value from the reception desk all the way to the executive level. We should be ready at every opportunity to promote ourselves, our skills, and our libraries. As we move further into the electronic age, the stereotype of "Marian the Librarian" will push us into irrelevancy unless we're able to push back.

There are some marketing opportunities we just don't take advantage of. There are many articles in the librarian media decrying our lack of salary recognition. We can use that to our advantage by being the cost-sensitive alternative to the more expensive professionals in the organization.

### Librarian ROI

The average law librarian salary is about \$65,000 per year, the average attorney salary is about \$120,000. Of course, these are very rough estimates (please use your own numbers), but the point is the salary contrast we have all seen is not necessarily a disadvantage. The research time for both the attorney and the law librarian can often be billed out to the client; however, showing the client the difference in costs demonstrates the librarian's value. And, this doesn't even consider that we have advanced degrees and years of experience in research, which would argue that we search more efficiently, and therefore cost less billed time.

Consider who in our organization would be performing our functions if we weren't there. How well would they do, and how much it would cost?

### Negotiation

Librarians analyze database and other vendor invoices, saving the organization money on incorrect billing, performing periodic needs assessments to make sure the organization only pays for what is needed, rather than the latest flashy new thing that no one would use. Going forward, librarians are best able to evaluate usage using reference interviews, as well as invoice analysis, to make sure the organization is still getting the best product for their needs. In law firms, the librarian is usually the point person in getting the attention of, and training for the organization from the database companies. If not you, who in your organization would take this on? How qualified are they? How much is their salary?

### Maintenance

It is hard to imagine who, other than a librarian, would be able to perform collection development in a logical and organized way. Librarians are able to compare and research the ever increasing new options based on needs assessments. They are less likely to spend money on something new that doesn't meet the organization's needs, or to keep old materials that are no longer useful. This applies equally to books, article collections, and databases. Are there other departments or functions we can support? The more people in the organization who know how great we are, the more friends we have when our jobs are in danger.

### Marketing support

How does your organization find new markets and clients? How can you help? If the organization stops growing, they no longer need a library. We need to make sure that doesn't happen, and we can. Use your business research skills to support the organization's growth and development. Use

Marketing continues on next page

## Marketing continues...

your Web 2.0 skills to make the reports accessible to the organization, making sure, of course, to announce that the information came from the library.

### Training in Online Searching

It's likely that people in your organization use the web to search for a wide variety of work and non-work related information. You can provide value by saving their time; teach them the tricks you know about Google, Wikipedia, etc. By sharing your experiences and knowledge of how these work, they become better searchers and spend less of their time and the company's time. And as long as we're talking about Google...

### Defeating the Misconceptions

We all hear "Everything can be found on Google" from our friends, family, and our co-workers. When you hear it at work, your job is in trouble. But, it's also a marketing moment. Think of some responses that show the value of our profession. Some examples can be, "Have you noticed how many responses come back from Google on a simple search? How much time would it take to go through 5 million responses?" (I actually got more than that in my search just now for Palm Pilots.) Or, "Do you really trust your business decisions to information that hasn't been verified?" and my favorite, "Does that web site have a date and an author, and how do you know you can believe it?" Librarians look at information on the web more critically than most people. We should be leading everyone we talk with to be more careful, and to value our experiences.

It's not just the free stuff. Information you pay for can be very expensive, if not used carefully. Last week, a librarian I know was updating the regulations and case cites for an attorney who was working on a book chapter. There were more than 100 case cites and several hundred regulations. At more than \$4 per cite, that would have cost a fortune. However, the librarian knew another way to check the regulations, and saved the firm hundreds of dollars. So, even with the information you pay for, as an experienced researcher, you know ways to be more cost effective, as well as efficient. The problem with this is that not enough people in our organizations know what we do. That's where marketing comes in — just tell the story. When you've saved a lot of money and time, tell everyone you can.

There are some easy marketing tips you can start with now.

- Librarians are less expensive and more efficient than other researching professionals.
- Who would be doing our jobs if we weren't? How well and at what cost?
- Who else can we help and thereby build our own support network?
- Stories about searching (we all have them) — How did you or someone you know save money and time recently?

Marketing can be uncomfortable, so think of it as telling librarian stories. It may save your library and your job. If the people within your organization don't know what you do, how will they learn? And, if they don't learn, how will they know the value of your contribution when the money is short? We're all about sharing and teaching, so it should be easy for us.

## Keynote continues...

Those of us who were around during the '70s remember how little credit was given to these soldiers — particularly those who survived and came home, only to face disdain or disinterest, at best. In 2009, we agonize over the ages of the "kids" being killed in Iraq and Afghanistan, and after visiting The Wall, we agonize over the young people who died thirty years ago. I detested the Vietnam War and I loathe our presence in the Middle East, but this does not extend to the people who have willingly (or not) joined the effort on behalf of the U.S.

When Gen. Powell finished discussing the Vietnam Wall project, he segued perfectly with a statement about supporting the men and women in Iraq and Afghanistan. Another standing ovation. If you haven't ever visited The Wall, whether or not you know any of the names, take a lot of tissues along — you will experience a combination of awe, pride, shame and tremendous grief.

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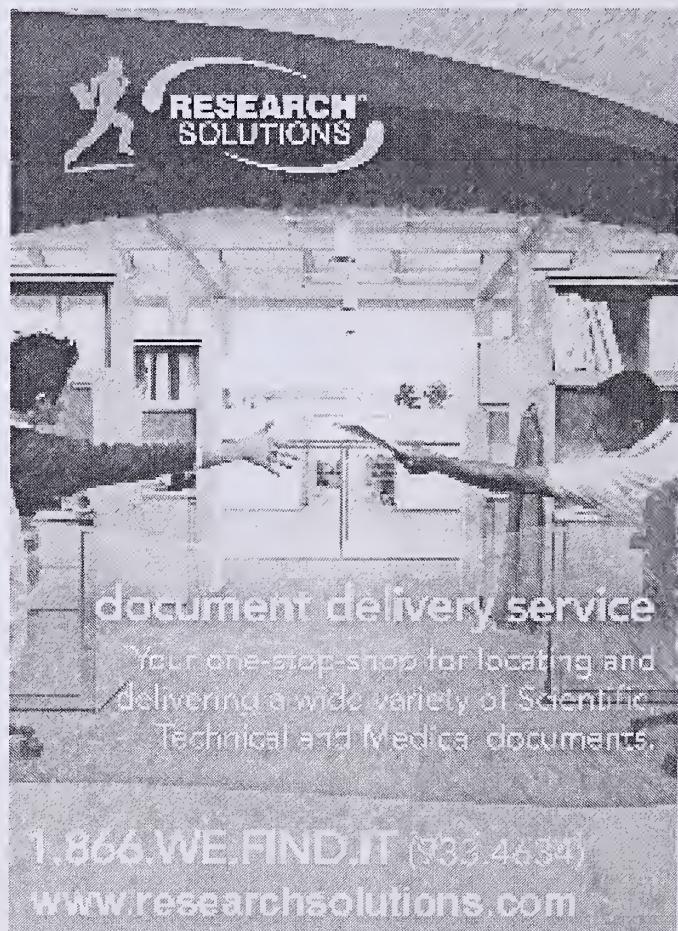
## SLA MEMBERS BOLDLY THROW ETIQUETTE OUT THE WINDOW

*By Anne N. Barker, SLA-SF Secretary and Government Relations Chair*

An old adage warns against discussing money and politics in polite company, but the SLA-SF Chapter gathered to do just that at the UC Berkeley Faculty Club on June 3. After a lovely dinner and a few announcements, we welcomed Steve Toub to discuss MAPLight.org (<http://maplight.org/>), a public database that seeks to illuminate the connection between campaign donations and the voting records of our legislators. Steve received his M.S. in Information from the University of Michigan and has spent 17 years working in non-traditional libraries. MAPLight's guiding philosophy is that money has become the primary political influence in society, and there is a river of money flowing through our legislative process. Elected officials are given huge amounts of money to run campaigns, and they often end up passing legislation that is favorable to their contributors. Leading up to the presentation, I had wondered if there is a way to determine if the money influences a legislator's vote, or if it simply follows the vote, with special interest groups contributing to candidates that are favorable to their position. MAPLight contends that the answer to this question doesn't actually matter. Pro-industry candidates are likely to raise much more money than pro-consumer candidates. Because our elections depend so heavily on the amount of money a candidate can raise, the influence of this money can determine the outcome of elections, putting pro-industry legislators in office and keeping them there.

MAPLight provides tools for journalists, bloggers and citizens to make the connection between these campaign contributions and the legislative process. To do this, MAPLight has combined bill texts and legislative voting records with campaign contribution data, as well as supporting and opposing special interest groups for each bill. Steve used this data to show how money may have influenced the passage of the Emergency Economic Stabilization Act of 2008, as well as immunity for telecommunications companies that cooperated with the government's warrantless wiretapping program. MAPLight provides this data mash-up for the Federal government and the California state legislature; information for the Los Angeles City Council will be coming online later this year. Ultimately, MAPLight would like to see this project replicated for all 50 states, and even sees it going down to the city level nationwide. They are making all of their infrastructure available to anyone who wants it and is able to provide the government data necessary. This effort is being helped along by Sunlight Labs' Fifty State Project ([http://wiki.sunlightlabs.com/index.php/Fifty\\_State\\_Project](http://wiki.sunlightlabs.com/index.php/Fifty_State_Project)), which has called upon individuals to scrape legislative information from state web sites and store the information in a database. The project was announced in February. Eight states were finished within the first ten days; as of June 3, 25 states had scraper code, and eleven more were in progress.

Steve demonstrated different ways to search and filter the information available on MAPLight, including a contribution timeline showing the increase in the flow of money in the days leading up to major legislative votes. MAPLight also provides static URLs that you can e-mail and include in blog entries, as well as a widget that enables you to embed graphical data representations right into your posts. While discussions of money and politics can be ill-advised in pleasant company, all in attendance this evening came together to appreciate this nifty new tool and to agree on the principle that this data should be available to and usable by the public. Steve has been kind enough to make his presentation slides available at: <http://www.slideshare.net/stoub/maplightorg-june-3-2009>.



## ANNOUNCEMENT: THE SLA 2009 SAN FRANCISCO BAY REGION CHAPTER CALL FOR NOMINEES

Submission must include detailed information about the nominee's relevant accomplishments; name-only nominations cannot be considered. Self-nominations will be accepted. This year, we are considering:

**THE PROFESSIONAL ACHIEVEMENT AWARD** honors Chapter members who achieve distinction in areas of professional concern and activity. Particular attention should be given to local involvement and Chapter contributions. Nominees may excel in one or more areas, such as:

- Outstanding leadership in the Chapter, at meetings, and in committee work.
- Special and notable service to the Chapter, such as participation in special projects.
- Participation in seminars, teaching courses, and public speaking activities.
- Publication and editorial contributions to professional literature.

**THE SPECIAL PROJECT AWARD** recognizes a member or committee that has exhibited outstanding, unique or beyond the call of duty service to the Chapter.

**THE HORIZON AWARD** recognizes a Chapter member of five (5) years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual's work and participation in professional and chapter activities. Particular attention should be given to involvement and contributions to the San Francisco Bay Region Chapter.

For full descriptions please see the chapter wiki: <http://wiki.sla.org/display/SFBRWiki/Description+of+Chapter+Awards>.

The above 3 awards are conferred by our Chapter. But, please consider nominations for the National Awards. Over a dozen awards are described at: <http://www.sla.org/content/SLA/awardsrecognition/index.cfm>.

Here's a brief summary of a few of them:

**DOW JONES LEADERSHIP AWARD** recognizes leadership through examples of personal and professional competencies.

**H.W. WILSON COMPANY AWARD** is awarded to the author(s) of an outstanding article published in *Information Outlook* during the publication year.

**ROSE L. VORMELKER AWARD** is presented to an SLA member in good standing who is mid-career for beyond exceptional services in area of mentoring students and/or working professionals.

**PLEASE NOTE:** If you have suggestions for association awards but are daunted by the petition process, please contact the Chapter Awards Committee, and we will help write the nominations.

Barbara Janis, Awards Chair  
Presidio Trust Library  
34 Graham Street  
San Francisco, CA 94109  
[bjanis@presidiotrust.gov](mailto:bjanis@presidiotrust.gov)

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## EVENTS

To list an event, e-mail  
Cynthia Berglez at:

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Telephone: 415.643.7048

Calendar events are updated  
bi-weekly on the SLA-SF Web site:

<http://www.sla.org/chapter/csfo/csfo.html>

## VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

### Administration

- **Archives:** Helps to maintain historically important chapter documents.
- **Bylaws/Awards:** Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.
- **Finance:** Prepares chapter annual budget and mid-year reports.
- **Nominating:** Solicits and selects candidates to serve on SLA-SF committees.
- **Strategic Planning:** Directs long-range chapter planning.

### Communication

- **Bayline:** Contributes or edits articles for the chapter newsletter.
- **Listserve/Reflector/Discussion List:** Posts and forwards communications.
- **Mailing:** Coordinates chapter mailings.
- **Web Site:** Develops and maintains chapter web site.

### Events

- **Hospitality:** Selects locations and arranges dinner meetings.
- **Tours:** Organizes visits to libraries and related organizations.
- **Professional Development:** Organizes continuing education programs.
- **Programs:** Selects topics/speakers, and organizes meeting programs.

### Outreach

- **Academic Relations:** Coordinates Bay Area student activities and mentoring.
- **Government Relations:** Monitors and reports on relevant legislation.
- **Vendor Relations:** Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

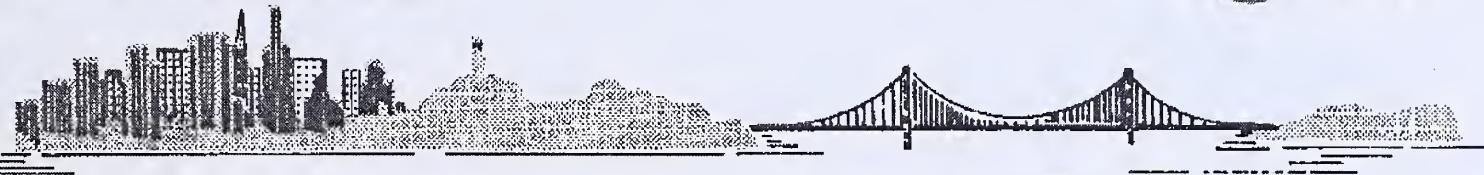
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# BAYLINE



Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

October • November 2009  
Volume 79 Number 5

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# BAYLINE



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## PRESIDENT'S MESSAGE

*By Sandy Malloy*



Greetings, fellow members of the San Francisco Bay Region Chapter of SLA. This is my final President's Letter, and while I might not miss writing these, being Chapter president has been a great experience.

In all of the organizations of which I've been a member, I've never met so many folks so willing to cooperate, collaborate and contribute to the common good. In some other groups, the same tiny handful of individuals do everything because nobody else wants to. While I can't say that every task has been greeted with equal enthusiasm, I can say that I've heard many, many times the words that make organization leaders happy: "Oh, I can do that!"

I was originally going to thank a whole lot of people by name because this year's board, advisory council and everyone who has helped them really deserve as much praise as I'm willing to shower on them. But, I don't want to worry about omissions, a Bayline editor who needs the space for other contributions (hi, Judy!), or boring everyone else to death (see: Awards, Academy). So I'll just say a collective "thank you" to everyone for making a good Chapter year possible.

I do want to single out a couple of folks from whom I expect you'll be hearing more next year. Jan Keiser and Chris Orr have volunteered to be our "Alignment Ambassadors" to help SLA headquarters convey results and suggestions from the Alignment Project to this Chapter's members so that we can all benefit from it. Chris and Jan are two of the "Yes, I can do that!" crew who have made my life easier.

I hope that many of you were able to attend the September 16 dinner meeting featuring Chronicle editor Ward Bushee; as of this writing, I'm really looking forward to it (though with a bit of trepidation about what he might say about the Chronicle's future.) Coming up: Our big, year-end Holiday/Centennial party! Kelley Shields, Cyndi Berglez and Heather Gamberg are planning a great party at Thirsty Bear Restaurant & Brewery in San Francisco on December 3, and we hope to see a nice turnout. We've tried to keep registration fees low because we want everybody to come and bring a friend/companion/spouse/designated driver/any or all of the above to help celebrate.

## Special Libraries Association San Francisco Bay Region Chapter

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All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

## Editor's Notes

Dear Readers,

I'd like to reiterate what our Chapter President, Sandy Malloy, has been saying all year: Consider volunteering to be on a committee and getting involved in the Chapter!



I joined the Chapter in 2005, and after a few months, I saw an e-mail asking for volunteers to serve on various committees. I answered immediately and received several replies of thanks from committee chairs and joined the Professional Development Committee. After that I served on the Jobline Committee for a few years and also assisted the Bayline Editor.

I have now been Bayline Editor for 2 years, and I'm proud to say that I will continue this position for yet another year. I was also recently asked to join the Chapter Awards Committee.

Once you put yourself out there, the possibilities and opportunities are endless. No matter whether you are a new SLA-SF member or you've been around for a long time, consider volunteering and contributing to our Chapter. The rewards are invaluable.

One way you can easily contribute is by writing an article for Bayline. I'm always looking for volunteers to write summaries on Chapter events and/or take pictures of events.

The deadline for submitting contributions for the February/March issue (our next one) is December 31. If you would like to contribute something or even establish a regular column in Bayline, please contact me with your ideas!

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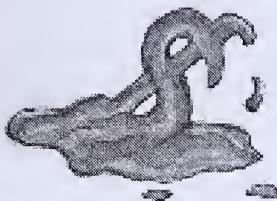
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# A SNAPSHOT OF DR. YALE M. BRAUNSTEIN'S PRESENTATION: THE ROLE OF INFORMATION FAILURE IN THE FINANCIAL MELTDOWN

*By Barbara Janis, Past SLA-SF President*



When plagued with numerous questions about the financial debacle, UC Berkeley Information School Professor Yale M. Braunstein exercised his professorial clout and assigned a research project on this topic to his students in INFO 231: Economics of Information. The resulting paper, entitled "Give Us the Information Already: A working primer on the role of information and information failures in the ongoing financial crisis and the proposed bailout plans," was the basis for his talk on August 4 at Jillian's at Metreon in S.F.

As you may expect, the key terms discussed were banking, mortgages, derivatives, insurance and rating agencies; the latter, in Braunstein's view, are the real culprits who are getting the least attention. If they had provided accurate evaluations, much pain could have been avoided.

The cliché that nothing stays the same applies to the banking industry. Thirty years ago people enjoyed a personal relationship with their local banker. Banks primarily held assets, such as loans, mortgages and real estate. Their liabilities consisted of deposits, which they backed. Banks had to be creditable and report to shareholders. But, at the same time, banks could also exercise a discriminatory power, such as lending only to those who looked like them.

Today, banks are a fee-based business with many specializing in real estate, loan processing or asset management. They provide consumers credit via credit cards, "homeowners' lines of credit," and so on, but they often do not hold onto the asset. This is not a bad thing as long as the process remains transparent. In part, the information failure was due to banks' failure to disclose that they did not have enough assets to cover their liabilities.

Once banks became fee-based, the lender of a mortgage loan and the loan processor were not always the same entity. Braunstein lays some responsibility for the mortgage mess at the door of Alan Greenspan, former head of the Federal Reserve, who in 2004 opened the flood gates to home loans by advocating that adjustable-rate mortgages were under-utilized and the reliance on traditional fixed-rate loans was costing home-buyers money. While the second part was technically correct, it ignored the increased risk to both borrowers and society of an increased reliance on variable-rate products. Why did our financial institutions fail us? There are many answers: not enough regulation, a client-based organization's tendency to think like the client, and the fact that as long as the stockholders are making the money, people don't want to rock the boat.



*Dr. Braunstein speaking  
Photo by Chris Orr*

What do we do now? In the case of variable-rate mortgages, buyers need to take the hit if they cannot meet their high mortgage payments. Bailout funds should be used to pay counterparties, i.e. the parties on either side of an interest rate swap or a currency, equity or commodity swap, or to an options or futures position. Transparency is the key, for example, to disclosing the nature of CDs. A return to traditional banking and improving the regulatory system will all go a long way toward building confidence in our marketplace.

Braunstein played to the audience's interests. He used bestsellers such as *The Associate* by John Grisham and Tom Wolfe's *Bonfire of the Vanities* to illustrate the weaknesses in the banking industry and Wall Street. *The Wrong Box* by Robert L. Stevenson illustrates the murderous plot device known as a tontine, a scheme that lets the remaining survivor take all. This, as well as many other accounting and financial terms — bucket shops, credit default swap, mark to market, STRIPS and

**Snapshot** continues on page 7

## ACADEMY OF SCIENCES CHAPTER TOUR

By Hilary Schiraldi



Chapter members gather for the tour

Photo by Cynthia Berglez

On June 29, approximately 40 SLA-SF members gathered at the California Academy of Sciences for a special behind-the-scenes tour of their research collections. Our host was Becky Morin, the Academy's User Services Librarian and a Chapter member.

After refreshments in the conference room, we visited the Naturalist Center, the Academy's lending library that is open to the public. We spent several minutes browsing the exhibits of pinned insects, taxidermied turtles, jarred snakes, rocks and minerals, and pine cones. Then we split up into groups for the main event: a peek at some of the Academy's vast research collections.

Manager for Entomology. He has conducted research all over the Americas, and his enthusiasm for insects was infectious. The Entomology Department's collection of pinned insects includes 17.5 million specimens, making it one of the twelve largest in the world, the four largest in the country, and the largest in the Western United States. The specimens come from 147,000 taxa, which amounts to one out of every seven insect species in the whole world. The Academy's collection includes specimens from the largest species of ant, wasp, beetle, and butterfly.

Penney explained the storage area we were in. The compact shelving holds climate controlled, lightproof vaults. "Linnaeus's collection in London is still intact," he explained, "So if we treat our specimens well, they'll keep for a long time." He pulled out box after box of amazing pinned insects — including the aforementioned largest beetle and butterfly in the world, a moth with wings that looks like a snakehead (to frighten predators), and the amazing golden beetle of Costa Rica.

One of the Entomology Department's ongoing projects is Antweb, a web site featuring high-resolution digital photos of ant specimens representing thousands of species. The Academy's goal is for the public and researchers at other institutions to be able to identify local specimens by comparing them to the images on Antweb.

Next, our group met with Dr. Robert Van Syoc, curator of the Invertebrate Zoology department. The "I.Z." collection was as vast as Entomology's, but full of mollusk shells. Van Syoc explained that in the past, scientists were only interested in the shells, and would discard a clam or snail's soft matter. These days the bodies are preserved in alcohol for DNA and other analysis. In fact, the Academy has its own DNA lab on site.

The Invertebrate Zoology department is also working on digitization. So far, about 20-30% of the collection can be found online. This allows researchers in other parts of the world to identify species. He also talked about the logistics of moving the research collections from the old Academy of Sciences to the new building. They hired students and museum workers to carefully pack the samples and place them on carts. So far, Van Syoc hasn't come across any that were broken!



Tour of the collection

Photo by Cynthia Berglez

## Academy continues...



A view from inside of the library  
Photo by Cynthia Berglez

Academy, followed by researchers from nearby universities and the general public. Currie said that they occasionally send out interlibrary loans to medical facilities for materials on venomous snakes and the like. In addition to its natural history collection, the library also holds a small amount of cultural anthropology materials, especially those relating to human evolution.

The library is 30% funded by the Academy's admission and membership revenue and another 30% by its endowment. The remainder of its operating budget comes from grants (National Science Foundation and others), and a small amount comes from the City and County of San Francisco. In addition to the full-time staff, the library and archives has library school interns and 15-20 volunteers.

Afterward, Chapter members regrouped in the Journal Reading Room to polish off the snacks and chat with the Academy library staff. All agreed that our peek at the research collections and library was a real treat, and gave us a new understanding of the Academy's hard work away from the public eye.

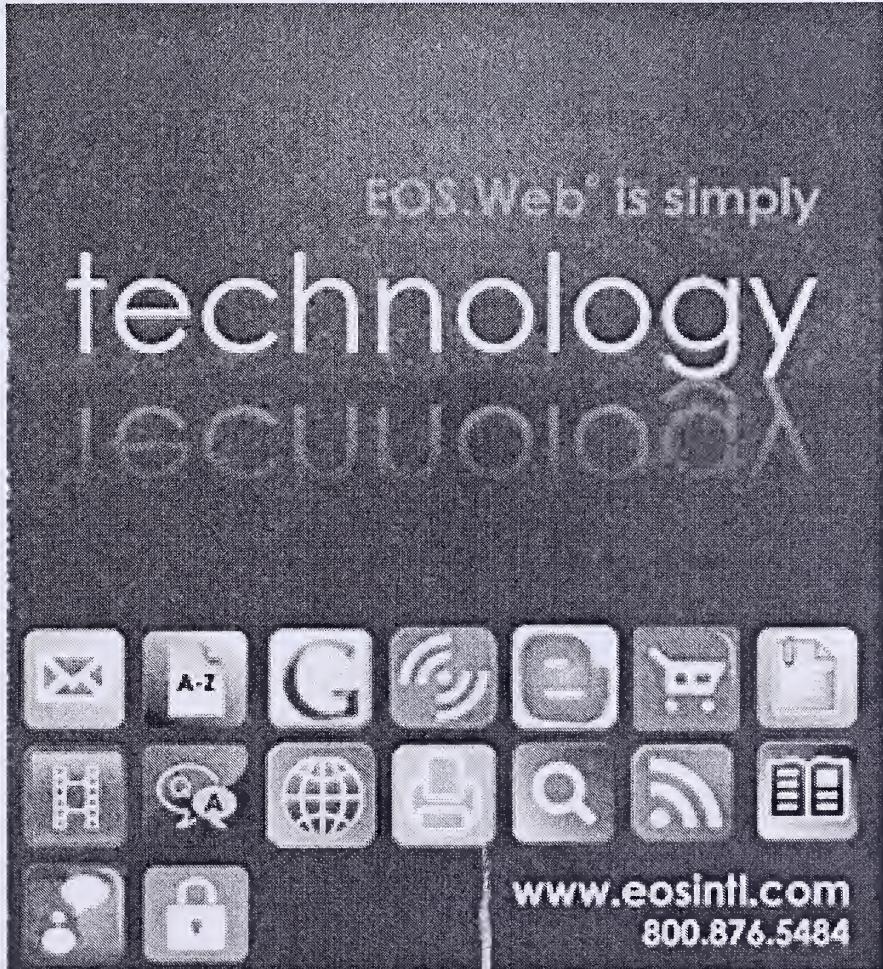
## Snapshot continues...

other acronyms — were clearly explained. But, gosh and by golly, I can't regurgitate them here, and frankly they've all gotten a little fuzzy in my head. Luckily, Braunstein supplied us with access to his PowerPoint slides at: [http://people.ischool.berkeley.edu/~bigyale/financial\\_crisis.html](http://people.ischool.berkeley.edu/~bigyale/financial_crisis.html), where we can all be enlightened and reminded.

Braunstein feels that in time the financial market will right itself. However, his view of the financial problems that beset the State of California is much bleaker. But, that's grist for another talk.

Next, we regrouped in the Journal Reading Room, a quiet study space where Academy staff can catch up on the latest journal issues and view special items from the library collection in the display cases. On the day we visited, an original J.J. Audubon's *The Birds of America* was on display, opened to the "Piliated Woodpeckers" page. Becky Morin, the Academy's user services librarian, told us that the huge book is technically called "double-elephant folio" size. She also mentioned that Audubon shot and ate all of the birds he painted!

Finally, Academy Librarian Larry Currie led us to the Academy's library and archives — 250,000 volumes in temperature-controlled compact shelving. In the old Academy building, each department had its own library collection, but now they are consolidated. The primary users of the collection are the 60 research staffers at the



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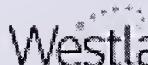


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## MAKING LEMONADE OUT OF LEMONS — OR THRIVING AFTER A LAYOFF

*By Deb Hunt, Principal, Information Edge*

There had been layoffs at the Exploratorium before, but I figured after 14 years there being a Jane of all trades (from web project manager to online communities creator and facilitator to launching and managing the Learning Commons), that I would be somewhat immune to being laid off. I was also heavily involved in the planning and design of the new Learning Commons at the relocated Exploratorium at Pier 15, set to open in 2012. However, my turn came, along with many other colleagues, including another librarian in the Learning Commons (LC). LC staffing went from 2.75 FTE to 1 FTE.

I had always done my work well, was eager to try out new things and share them with others. Heck, when the library was languishing, I was asked to come on as the Manager of the new LC, which has as its mission:

"The Learning Commons is envisioned as an open space that supports the educational and informational needs of its audiences by providing a wide variety of current electronic, multimedia, and print-based learning resources. The Learning Commons supports hands-on learning, museum events, and research for exhibits under development. Learning Commons staff encourages its audiences to do research, experiment, and learn new skills to facilitate creativity, inquiry, and deeper reflection."

Of course, I knew that fulfilling the mission was not enough. We needed to be proactive and in front of our audiences and potential audiences continually. We instituted "Tuesdays in the Learning Commons" wherein we invited staff to teach skills to or share knowledge with other staff during lunch time. These events were very successful with topics including social bookmarking, Twitter, Second Life, history of art at the Exploratorium, and more. They were well-attended, and staff clamored for more. The LC became a central hub of activity for staff and teachers to meet, share, collaborate, study, and just hang out. In the LC, Exploratorium staff from all departments and projects came together to exchange ideas. Often, just the serendipity of two or more staff being in the LC resulted in collaboration and expertise sharing.

While qualitative data was wonderful, we needed to show actual dollar figures. In just a few months before the downsizing, LC staff did background research for museum grant proposals worth \$4.45 million. When the staff downsizing for the LC was announced, our users came in, called or e-mailed to say they were appalled. With so many budget cuts, the LC had become "the" place for professional development, access to expensive software and hardware in a central location, and a place to get away from one's own office to decompress. We raised the bar very high, and now the one remaining staff person will shoulder the load. I worry about her more than anything else, as it's unfair to leave a thriving facility so understaffed.

Am I bitter? Not a bit. My staff and I did everything we could do make the LC the hub of activity and collaboration and ensure it was backed by print and digital resources. So rather than look back, I knew it was time to move forward. I've had my consulting business, Information Edge, for many years as something I did alongside my work at the Exploratorium (where I was .75 FTE). Information Edge provides services in four main areas:

- Enterprise Content Management
- Knowledge Management
- Library Automation
- Proprietary Database Research

Amazingly enough, even in this economic downturn, I've been busy. I understand that not everyone has a consulting or other business to fall back on. So, I asked two of our colleagues who also were laid off to share what they've been up to.

**Lemonade** continues on next page

## Lemonade continues...

Cyndi Berglez wrote:

"I've been working on the 23 Things, checking out the SLA Innovation Lab and InfoPeople's seminars. Recently I've been learning about Drupal. There are so many options with SLA and other librarian organizations for us to learn new technology and keep our skill set sharp and growing that it's hard to be bored or unchallenged. I've had the wonderful opportunity to do some contract work, substituting for vacationing librarians, and volunteering in libraries. In this way I learn more tools, gain experience, meet librarians, and see how others solve our common problems. It's great that we have these outlets for our energy and a supportive community to stretch our comfort zones. I'm volunteering for SLA-SF as Program Director this year and trying to write more. The key is to keep busy and learning so I'll be ready to take on that great job that's waiting for me out there when the economy comes around."

Dawn Wilson wrote:

"I was laid off in November of 2008 from the corporate library of a financial organization. I was living temporarily in San Francisco with my husband, who was on sabbatical for the year. Since I wouldn't be staying permanently in the Bay Area, I took some time to reevaluate what type of library I wanted to work in. I love being a librarian, but sort of fell into corporate librarianship and knew I didn't want to continue with that for the rest of my career. So, I started calling libraries that seemed like places I would like to work and found two really great volunteer opportunities — one at the Exploratorium Learning Commons and the other at the Prelinger Library, a private, experimental research library in downtown San Francisco. Both allowed me to learn new skills, make new connections and keep busy during my downtime. Additionally, I'm taking a class on book indexing and picked up some freelance research work. A friend of a friend has a book coming out and needed some research assistance and recommended me for the job. I loved the work I was doing, and am now considering starting a freelance research and book-indexing business. Not only was volunteering a great way to keep busy, but I've met people that I will look to as friends and mentors throughout the rest of my career."

There is so much to do. Like Cyndi, I plan to write more, not just in our own professional literature, but where my potential clients are. I am presenting at upcoming SLA events in Sacramento, the South Bay, and in San Diego. I'm on the planning committee for Internet Librarian. And, like Dawn, I know that a layoff can be tough, but I also know that it spurs us on to try new things and make new connections. I will remain active in SLA, both on the international and local levels, in BayNet, and in the Association of Independent Information Professionals (AIIP). I am also setting aside time each week for my own professional development, utilizing the free SLA webinars via Click U, the Innovation Lab and many other member benefits of both SLA and AIIP.

Many of us may never face a layoff, but it's always good to be prepared for one. Is your resume up-to-date? Have you checked out job listings of interest to see which skills you may need to add to your toolbox to get the job you want? Do you have a LinkedIn account that touts your skills and experience? Are you volunteering for a professional association (like our own SLA chapter or an SLA division you belong to) and using meetings to network? Remember, the best ROI we can all get comes from investing in ourselves and our professional development.

One of my favorite fast reads is *Who Moved My Cheese?* (Spencer Johnson. NY: Putnam, 1998.) In an illustration entitled "The Handwriting on the Wall" (p. 74), the author sums it all up with some great tidbits of wisdom. My favorites are:

- Anticipate change: get ready for the cheese to move
- Adapt to change quickly: the quicker you let go of the old cheese, the sooner you can enjoy the new cheese
- Enjoy change! Savor the adventure and enjoy the taste of the new cheese!

Cheese anyone?

*Deb can be reached at: dhunt@information-edge.com*

## MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, *Mosaic Columnist*

### Welcome to new members

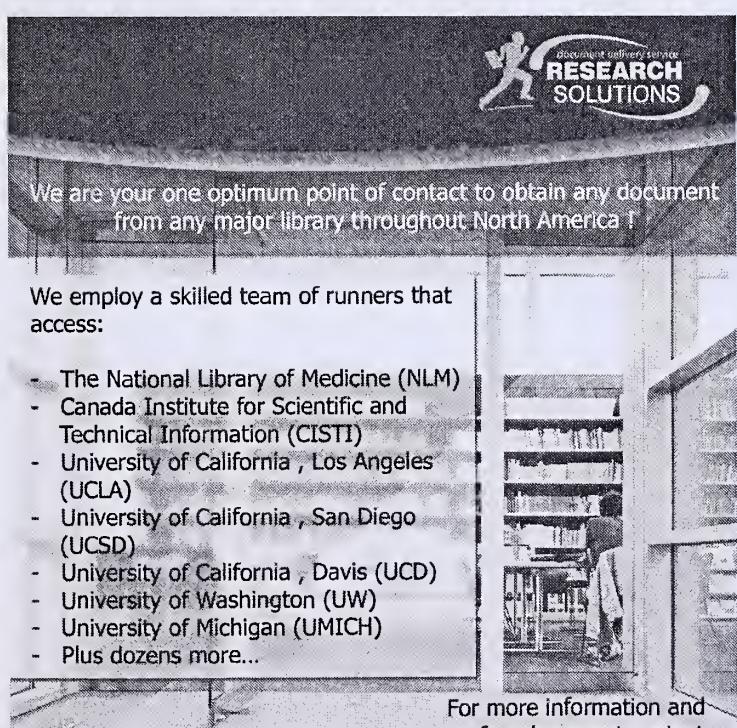
**Nicole Basbanes** is currently working two part-time jobs in Washington, D.C., one as a medical librarian with The Endocrine Society, where she created and runs a one-person library focusing on hormones and thyroid health, and another doing personal archival work for Mrs. Isaac Stern, widow of the violinist. Both are in the two fields she is most interested in: medicine and the arts. She wonders whether her left brain or her right brain approach to librarianship is more dominant. She is happy to have these dual opportunities, which are nourishing and exciting. After completing her M.L.S. in 2007, Nicole moved to the Bay Area for her first job to work as an assistant at John Windle Antiquarian Bookseller in San Francisco. She left in 2008 to try her hand at librarianship. Although she is not currently living in the Bay Area, she is interested in the library culture here and hopes to return someday. The right opportunity will be in a library or special collection.

**Susan Karplus** is the periodicals/reference librarian at the Mechanics' Institute Library in San Francisco. She manages the EBSCO Information Services and direct-order publication subscriptions. She also provides reference services and instruction for courses on the electronic databases available at the library. Susan moved to her current position after completing her M.L.I.S. at San Jose State University in 2007. Her previous position was a cataloging assistant at St. Mary's College of California library. From 1999 to 2002, she worked as the library assistant at the Anglo-American School of Moscow, Russia. In her spare time, she enjoys classical music, gardening, and travel.

### Updates and Congratulations

**Michael Sholinbeck**, from U.C. Berkeley's Sheldon Margen Public Health Library, gave an Emerging Tech Lightning Talks presentation on campus on August 27. He showed how the Public Health Library has enhanced PubMed searching for contract clientele from the California Department of Public Health (CDPH). The library created a custom PubMed URL that displays search results in tabs and articles

that are available online to CDPH (licensed articles in journals or free online articles) are separated. An icon next to the citation leads to one-click article access. Michael also created a custom LibX, where any selected text on a web page can be instantly searched in the custom PubMed, Google Scholar and Melvyl catalog. Articles in PubMed that are unavailable online can be requested using an online form that instantly translates the PubMed accession number into a citation in the form. For those not familiar with "lightning talks," more information is available at <http://www.perl.com/pub/a/2004/07/30/lightningtalk.html>



**Barbara Janis**, library and records manager at the Presidio Trust, is jubilant to announce that her daughter, Rita Leigh Smith, has received her Ph.D. in Clinical Psychology from the University of Hawaii. Rita is now a post doc at Langley Porter, UCSF. To quote Barbara: "I am bustin' my buttons."

After almost ten years doing business and economic research for LECG, LLC, and several months of unemployment, **Nancy Adams** is working at Pillsbury Winthrop Shaw Pittman as a reference librarian. She is happy to be back in a familiar field and reconnecting with old friends and colleagues. She can be reached at [nancy.adams@pillsburylaw.com](mailto:nancy.adams@pillsburylaw.com)

*Send me your personal or professional news anytime, and I will hold it for the next issue: rkozaklewis@yahoo.com. Rebecca Kozak, Mosaic editor*

## POWER NETWORKING STRATEGIES

By Cynthia Eastman



*Workshop presenters Rebecca Martin and Susan Letendre  
Photo by Jana De Brauwere*

On September 2, about twenty people attended this first session of a series of four workshops. Originally scheduled for the Adagia Restaurant on Bancroft Way in Berkeley, attendees were redirected to the Bancroft Hotel, about a block away, where we met in a gorgeous Arts and Crafts room and enjoyed delicious hors d'oeuvres until the program began.

The session was led by Rebecca Martin from Dear Jane, a career advisement company based in Livermore, who gave a high energy presentation on networking to land a job. Actually, there were two presentations. The first was the PowerPoint presentation distributed via e-mail prior to the workshop, and the second was Rebecca's talk. The PowerPoint covered the how and why of networking. Rebecca's talk focused more on job-finding tools and strategies.

For those who find networking to be a challenge, the key point to remember is that it is all about sharing information through professional relationships. From that perspective, it ought to be easy for all of us since that is what we do in our daily jobs. The trick is to get past the myths such as "it is all about me." Actually, good networking is reciprocal. You should always ask what you can do for the other person in return for helping you. Also, the relationship does not have to be deep. Just find out the ways members of your network prefer to keep in touch.



*Keri Williams and Christina Gendron,  
recent MLIS grads  
Photo by Jana De Brauwere*

LinkedIn is a primary networking tool that must be embraced. It's about branding and getting your message out. As for the actual job search, there are four tools. In order of importance, they are networking, job boards, recruiters and company web sites. The best job boards are Craigslist, Monster and CareerBuilder. Indeed.com is a job board aggregator that you can use for market and salary research. Job hunters should reload their resume every other day to keep it "fresh."



*Jana De Brauwere and Cynthia Eastman  
Photo by Rebecca Martin*

Job seekers should have four references, all professional with one a former manager. Rebecca pointed out that the reference-seeking conversation is another type of networking. You need to let the potential reference know what you want said about you. Job seekers need to be ready for the "tell me about yourself" question. The answer should be no more than two minutes and should include your profession, two or three core competencies, and something unique about yourself.

If this first session is any indication, the series will be an excellent opportunity for anyone currently seeking a job or the rest of us who will likely need to seek new employment at some point. The upcoming sessions are:

1. The Top Ways to Find a Job (scheduled for 9/23 in Walnut Creek)
2. How to Strategically Market Yourself
3. How to Make a Successful Career/Industry Transition

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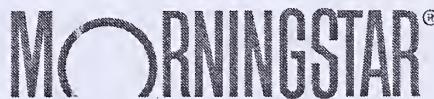
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## ANNOUNCEMENT: THE SLA 2009 SAN FRANCISCO BAY REGION CHAPTER CALL FOR NOMINEES

Submissions must include detailed information about the nominees relevant accomplishments; name-only nominations cannot be considered. Self-nominations will be accepted. This year, we are considering:

**THE PROFESSIONAL ACHIEVEMENT AWARD**, which honors Chapter members who achieve distinction in areas of professional concern and activity. Particular attention should be given to local involvement and Chapter contributions. Nominees may excel in one or more areas, such as:

- Outstanding leadership in the Chapter, at meetings, and in committee work.
- Special and notable service to the Chapter, such as participation in special projects.
- Participation in seminars, teaching courses, and public speaking activities.
- Publication and editorial contributions to professional literature.

**THE SPECIAL PROJECT AWARD** recognizes a member or committee that has exhibited outstanding, unique or beyond the call of duty service to the Chapter.

**THE HORIZON AWARD** recognizes a Chapter member of five (5) years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual's work and participation in professional and chapter activities. Particular attention should be given to involvement and contributions to the San Francisco Bay Region Chapter.

For full descriptions please see the chapter wiki: <http://wiki.sla.org/display/SFBRWiki/Description+of+Chapter+Awards>.

The above 3 awards are conferred by our Chapter, but please consider nominations for the National Awards. Over a dozen awards are described at: <http://www.sla.org/content/SLA/awardsrecognition/index.cfm>.

Here's a brief summary of a few of them:

**DOW JONES LEADERSHIP AWARD** recognizes leadership through examples of personal and professional competencies.

**H.W. WILSON COMPANY AWARD** is awarded to the author(s) of an outstanding article published in *Information Outlook* during the publication year.

**ROSE L. VORMELKER AWARD** is presented to an SLA member in good standing who is mid-career for beyond exceptional services in area of mentoring students and/or working professionals.

**PLEASE NOTE:** If you have suggestions for association awards but are daunted by the petition process, please contact the Chapter Awards Committee and we will help write the nominations.

Barbara Janis, Awards Chair  
Presidio Trust Library  
34 Graham Street  
San Francisco, CA 94109  
[bjanis@presidiotrust.gov](mailto:bjanis@presidiotrust.gov)

## A TALK WITH WARD BUSHEE

*By Cynthia Berglez, SLA-SF Director, Programs*

On September 16, we came together to learn about the "State of the News Media: Challenges and Strategies" from Ward Bushee, executive vice-president and editor of the San Francisco Chronicle. Bushee is a native of the Santa Cruz area and a second-generation newspaper man who took his current position just two years ago, when things were beginning to be bad in the newspaper world.

The current financial crisis has certainly affected newspapers; however, the industry in the Bay Area was already weak, according to Bushee, due to the dot-com crash and the loss of advertising to Craigslist ("we lost one-half to two-thirds of our revenue"). The combination of these events caused a reduction in advertising revenue, which has put the area's papers in the difficult position they are in now. In addition, although readership currently is at an all-time high, revenue from readers is at an all-time low, due to increased reading for free on the Internet.

Changes to make the San Francisco Chronicle into more of a business and less of a not-for-profit are already on the way. The paper started its new presses recently so readers no longer need 3-D glasses to read the mismatched print colors, and is planning to publish on higher quality, glossy paper, which should please readers as well as advertisers. The much-publicized staff reductions and union agreements have reduced costs; however, Bushee told us that if it weren't for the advertising that subsidizes the Sunday paper, it would cost between \$15 to \$18 to produce and deliver that edition alone. Therefore, there are still changes to come, but the paper's historical focus on columnists and the subjects that most interest to San Francisco readers, such as politics, sports, arts and entertainment, will not change. "We cannot be all things to all people. I can't cover all the Bay Area. We can only focus on what our core readership want to see," said Bushee.

There is current interest in the Bay Area newspaper market by the Wall Street Journal and the New York Times (Richard Pérez-Peña, "The Wall Street Journal and the New York Times Plan San Francisco Editions" 9/4/2009, New York Times), but Bushee thinks they're just getting into position to see what happens. "Historically big papers cannot supplant the local paper. The New York Times has tried here three times before. The local paper will succeed over the bigger papers, and this is more likely competition between those two and not really about the Chronicle".

The future of newspapers in paper format is still strong for another twenty years or so. However, the changes begun by the way most people now get their information will have a continuing impact on the future of newspapers. Things will continue to change, but Bushee sees a good future for the San Francisco Chronicle. We live in an odd city (just ask anyone). We love politics, and arts, and personalities, all of which will stay well represented in our newspaper every morning.

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## EVENTS

To list an event, e-mail  
Cynthia Berglez at:  
cberglez@comcast.net

Telephone: 415.643.7048

Calendar events are updated  
bi-weekly on the SLA-SF Web site:

<http://www.sla.org/chapter/csfo/csfo.html>

## VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

### Administration

- **Archives:** Helps to maintain historically important chapter documents.
- **Bylaws/Awards:** Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.
- **Finance:** Prepares chapter annual budget and mid-year reports.
- **Nominating:** Solicits and selects candidates to serve on SLA-SF committees.
- **Strategic Planning:** Directs long-range chapter planning.

### Communication

- **Bayline:** Contributes or edits articles for the chapter newsletter.
- **Listserve/Reflector/Discussion List:** Posts and forwards communications.
- **Mailing:** Coordinates chapter mailings.
- **Web Site:** Develops and maintains chapter web site.

### Events

- **Hospitality:** Selects locations and arranges dinner meetings.
- **Tours:** Organizes visits to libraries and related organizations.
- **Professional Development:** Organizes continuing education programs.
- **Programs:** Selects topics/speakers, and organizes meeting programs.

### Outreach

- **Academic Relations:** Coordinates Bay Area student activities and mentoring.
- **Government Relations:** Monitors and reports on relevant legislation.
- **Vendor Relations:** Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Fax: \_\_\_\_\_









